



Land Use and Urban Design  
Assessment

# Rt. 1 Corridor



Howard County Department of Planning and Zoning – March 2021

## RT 1 LAND USE AND URBAN DESIGN

### I. INTRODUCTION

The county stands at an important juncture to help facilitate continued revitalization of the Route 1 Corridor. Three Route 1 assessment papers will be incorporated as resources for the next general plan update, HoCo By Design. These assessments are based on work produced by RKG and its consultant team during the Route 1 corridor planning effort (2017-2019), input by the general plan consultants and DPZ staff.

Two recently released assessments, covering Markets and Economic Trends and Transportation and Transit respectively, provide a baseline of information for targeting locations on the corridor for redevelopment. The purpose of this Land Use and Urban Design Assessment is to provide detailed context for six possible Candidate Investment Areas (during the Route 1 corridor planning process were called “Character Areas”) as originally proposed by RKG where redevelopment and infrastructure could be targeted.

These assessments together will outline a revitalization strategy for the Route 1 corridor with a system of well-designed, market-based nodes where development and redevelopment can be focused. Each assessment poses a series of questions regarding the most effective

redevelopment strategies to implement the vision for Route 1 in the updated general plan.

### II. URBAN DESIGN CONTEXT

In Section V of this assessment, which looks at Corridor-Wide Land Use and Urban Design issues, Route 1 is roughly divided into the South, Central, and North Areas by Route 32 to the south and Route 100 to the north. The Route 1 corridor is distinct in character from areas located west of I-95, while connected to these areas by transportation routes.

The area’s existing urban design context is defined by the historic character of its communities—for example, the historic core and main street character of Elkridge, and Savage’s neighborhood character and adaptively reused structures (i.e., Savage Mill), with the development of both communities dating back to the 18th century. In addition, given that the area was historically zoned for both industrial and commercial uses, the Route 1 corridor includes legacy land uses established during other development periods, including automobile-related sales, junk yards and motels.

Historic Savage and Elkridge anchor Route 1’s southern and north ends, respectively, at the County’s borders. Outside of those areas, the corridor is dominated by industrial or warehouse uses, some of which abuts both existing and newer residential neighborhoods with minimal land use “buffers” or transitions. Within the corridor’s blend

Figure 1: Ashbury Apartments and Streetscape



of industrial and residential areas, streams meander throughout the Route 1 area and provide some visual relief from the otherwise suburban pattern of commercial and industrial development.

There are many new and ongoing development projects along Route 1, including in the Central corridor area and adjoining the Laurel Park racetrack. While new mixed-use areas are generally providing better streetscape conditions than are found in the older sections of the corridor, RKG noted that many areas appear to experience difficulty occupying ground floor retail/commercial.

### III. RELEVANT HOWARD COUNTY POLICY

Since 2001, a series of studies have been performed to assess Route 1 and its redevelopment. Several of these studies have included relevant analysis and recommendations regarding land use, urban design and corridor nodes, centers or focus areas.

# Route 1 Land Use and Urban Design Assessment

This Assessment builds upon these prior Route 1 studies, plans and initiatives including the following:

## **Corridor Revitalization Study Phase 1 (2001)**

- This phase included a detailed chapter on enhancing the Route 1 appearance, with design approaches and prototypes for streetscape improvements.
- The study also identified land uses with negative images and problems with a lack of property maintenance.
- A key goal included the need to identify new land for development and establish guidelines for mixed use centers, particularly around MARC stations, interchanges and major intersections.
- The plan also identified the need for environmental conservation and restoration by protecting the natural environment and restoring environmentally degraded areas.

## **Corridor Revitalization Study Phase 2 (2002)**

- This phase included extensive analysis of land use patterns and trends and recommended new zoning categories including Corridor Activity Center (CAC), Corridor Employment (CE) and Transit Oriented development (TOD). While it included specific goals for these districts, some incentives such as for land assemblage or financial were recommended to compliment the zoning.

- The study included the recommendation for design guidelines to help carry out the County's expectations for site, streetscape and building design.
- This study also proposed community gateway signs in key locations in the corridor.
- This effort also promoted a prototypical activity center through a North Laurel Concept Plan. Five gateway areas were identified for potential activity centers.

## **SHA Corridor Improvement Strategy (2008)**

- The document recommended enhanced aesthetics and urban design for a pedestrian scale in key locations.
- It anticipated that the new CAC zoning would generate many small nodes of activity with pedestrian, bicycle and transit travel demand. However, the document stopped short of identifying specific activity areas.

## **Route 1 Manual (2009)**

- This manual provides cohesive and corridor-level technical guidance for new Route 1 zoning categories, subdivisions and site development plans and streetscape/urban design requirements.
- It follows the Zoning Regulations and Corridor Districts recommended by Phase 2 of the Revitalization Study specifically for the corridor-

specific zoning districts are: CE District, TOD District, and CAC District.

## **Market Analysis & Strategic Implementation Analysis: US Route 1 (2011)**

- This effort did not result in any urban design references, instead the focus was on land use and markets.
- It contains a wide variety of specific property, land use and zoning category recommendations. Several modifications were suggested relating to the specialized Route 1 zoning categories.
- It also proposed Route 1 "segments" and land use "opportunities" based on market data.

## **PlanHoward 2030**

- As the General Plan for Howard County, *PlanHoward 2030* contains a series of high-level policy statements and recommendations for the Route 1 Corridor including the following:
  - Accommodate residential development in key nodes in the Route 1 Corridor so that it does not erode opportunities to preserve or redevelop employment and industrial areas.
  - Clarify residential and nonresidential land use goals as a framework for evaluating future proposals.
  - Develop plans for key opportunity areas that allow for significant future

## Route 1 Land Use and Urban Design Assessment

intensification, while maximizing current and intermediate development potential and protecting industrially zoned land.

- Adopt land use policies and regulations to promote compact development patterns that support transit demand through sufficient densities and interconnected street and pedestrian networks.

### **North-Laurel Savage Sustainable Community Application/Action Plan (2013)**

- This provides an action plan for the southern part of the Route 1 corridor and allows for state funding for revitalization projects.
- No specific urban design references are included.
- In the Local Planning and Land Use section the following recommendations were included:
  - Address land use issues raised by the North Laurel-Savage workgroup including; character, quality of development, and neighborhood infill projects (consistency/compatibility with established neighborhood patterns) through the General Plan update.
  - Facilitate Land use redevelopment along Route 1 through the Route 1 Corridor Master Plan (now Route 1 Corridor Assessments) by identifying

suitable redevelopment opportunity areas, implementing funding mechanisms for redevelopment and planning transportation and infrastructure improvements to support redevelopment as needed.

### **Route 1 Tax Credit Program (2014)**

- The tax credit program encourages revitalization along the Route 1 corridor, and eligible properties within a specified expanded boundary in Elkridge, by creating a financial incentive for commercial and industrial property owners to renovate, rehabilitate and upgrade properties through a property tax credit of up to \$100,000.
- The tax credit was recently reauthorized through CB 52-2020 just prior to the completion of these assessments. Some minor changes were made to the program including increasing the maximum property size, inclusion of soft costs for eligible expenses, length of eligibility and the annual program cap was reduced from \$500,000 to \$250,000.

### **US 1 Safety Evaluation (2017)**

- This evaluation recommended that posted speed limits and vehicle operating speeds present a danger to pedestrian safety, and that geometric changes, streetscape/urban design changes or traffic calming measures.

- This evaluation notes several multi-modal safety issues related to the varied land uses found on the corridor.
- The study recommends incorporating findings into the US 1 Land Use Study (now Route 1 Corridor Assessments and HoCo By Design).

### **Howard County Development Regulations Assessment (2018)**

- The assessment included Land Use and Zoning recommendations related to Route 1 corridor zoning:
  - Recommended that CE Corridor Employment District be eliminated, and that the Route 1 corridor instead be addressed through a non-residential employment base district as well as the various mixed-use districts discussed above (perhaps with Route-1-specific development standards).
  - Recommended that CLI Continuing Light Industrial Overlay be eliminated
- Nonconforming uses and structures along Route 1 should be addressed through more flexible low-, medium-, and high-intensity mixed use districts and more flexible nonconformities regulations, not through separate overlay or base district.
- Recommended replacing CAC Corridor Activity Center with a high-intensity mixed use district (with Route-1-specific development standards). Many



stakeholders noted that the requirement for 50 percent of the first floor to be retail or service uses was problematic, in light of the retail market along the corridor.

- Noted that there are significant overlaps between the contents of the Route 1 Manual and the requirements of the Zoning Regulations and Subdivision and Land Development Regulations. Along with changes to the specific Route 1 zoning, the recommendations include reconciling how manual streetscape standards relate to public works standards and how building location and parking area location in Chapter 4 relate to (potentially inconsistent) bulk and dimensional standards in the Zoning Regulations.

## IV. VISION AND GUIDING PRINCIPLES

Considering foundational plans, reports, studies and community engagement, the following vision for the corridor has been established:

*The Route 1 Corridor in Howard County will be enhanced as a significant employment corridor with a series of vibrant, livable, walkable activity centers with a mix of uses characterized by improved pedestrian, bicycling, and transit mobility. The corridor will successfully blend needed community services with a sustainable industrial base.*

Key land use and urban design goals:

- Redevelop the Corridor with a system of well-designed corridor nodes (now “Candidate Investment Areas”) that promote infill and protect existing neighborhoods
- Build on the economic success of the non-residential land uses along the Route 1 Corridor, specifically industrial, warehousing and distribution facilities.
- Protect, improve and enhance the existing environmental network of forested areas and stream corridors that exist in the corridor.
- Preserve landmarks and historical buildings in the corridor.
- Augment open spaces and recreation opportunities by constructing new open spaces, sidewalks, trails in support of Route 1 residents and businesses.
- Revise zoning to conform with Route 1 Corridor land use goals.

## V. CORRIDOR-WIDE LAND USE AND URBAN DESIGN ASSESSMENT

This assessment uses a framework for analysis based on three overarching “themes” - what targeted areas are prime to **redevelop**, what investment areas can we **connect** and where can we look to **preserve** historic and natural resources in the corridor.

In addition to the corridor wide analysis provided by this framework in this section, Section IV of this assessment identifies the potential for six candidate investment areas (Map 1, Page 5).

### REDEVELOP

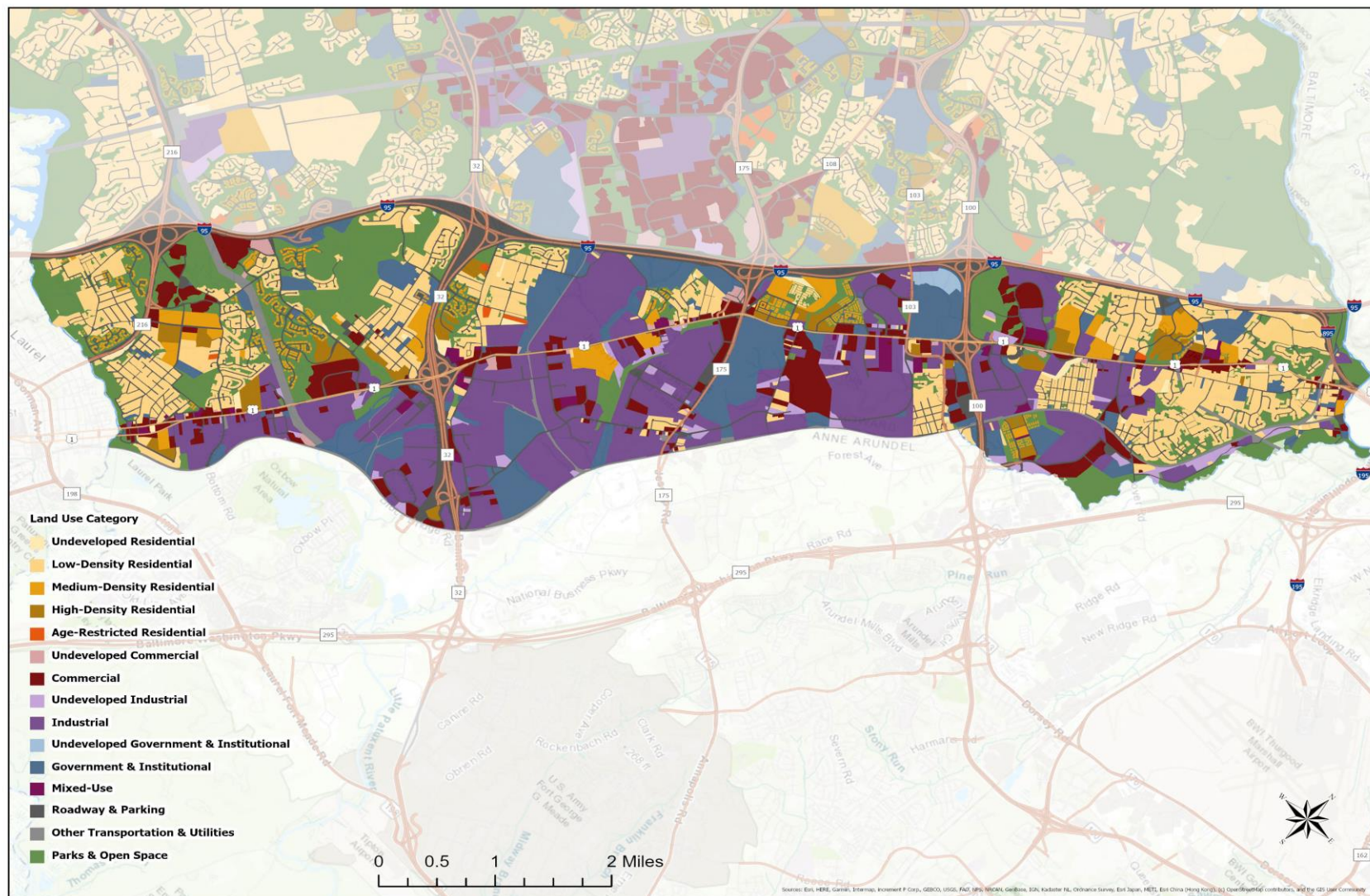
*Industrial uses:* Industrial zoning is primarily placed on the eastern side of Route 1. Smaller scale flex warehouses and business parks are clustered in the Southern and Northern Areas near Savage and Elkridge. Larger scale industry, which includes regional distribution hubs such as the Maryland Food Center, are clustered in the Central Area between Route 1 and Dorsey Run Road. Interspersed between small business parks and larger warehouse centers are auto repair uses and scrap yards. These typically have frontage along Route 1 and can sometimes cover multiple parcels.

Figure 2: Rennovated Elkridge Library with Paths



### Map 1

## Route 1 Corridor: Land Use





## Route 1 Land Use and Urban Design Assessment

**Commercial uses:** Commercial development along the corridor is generally limited to small scale strip commercial or small- scale ground floor retail in newer mixed-use developments. These developments are typically set back from the Route 1 roadway by surface parking lots.

Many of the commercial uses are filled with varied service industries, such as auto repair businesses, telecommunication stores, and nail and hair salons. There are limited larger scale commercial centers along the corridor. These are generally clustered near Savage, Elkridge, or Route 175.

Located along Route 1 as part of new multi-family subdivisions, such as Bluestream and Mission Place, are commercial pad sites awaiting future development. Many of these sites appear to be strategically placed at primary Route 1 intersections, yet commercial development is slow to arrive. Older motels are also interspersed along the corridor, with larger concentrations between Laurel and Savage and around Route 175.

**Housing:** Most single-family residential developments are not located directly on Route 1 but rather set back from the roadway on secondary streets instead. The single-family housing stock that is closest to the roadway varies in age and style. Older, pre-war housing is clustered around Historic Savage and Historic Elkridge. Houses in these areas tend to be modestly sized and placed on gridded streets.

Single-family houses built on the corridor since 1980 are typically infill, include large curb cuts with frontload- ed two-car garages and driveways. These homes also tend to be much larger in scale than are the pre-war built homes. Most new single-family subdivisions along the corridor are in the Central Area or are clustered on the outskirts of Elkridge. These subdivisions are not interconnected and typically include numerous cul-de-sacs.

Most multifamily housing built before 2000 along the corridor are in the form of semi-detached townhouses and garden apartments. This type of housing is mostly clustered closer to Savage and Elkridge and are designed with surface parking in front of the units.

Multi-family housing built after 2000 is more varied. Townhouses tend to be larger and include ground floor garages with rear entrances. Multifamily apartments are clustered primarily along Route 1 and are clustered closer to Laurel or in the Central Area near Route 175.

The largest and most recent multifamily developments include Mission Place, Howard Square and Bluestream. While many of these developments are placed on street grids and include structured and screened parking, the developments are rarely interconnected or include enough bicycle or pedestrian infrastructure to encourage biking or walking.

Newer mixed-use developments that have included ground floor retail struggle with high commercial vacancy rates.

Three of the original Mobile Home Parks remain along Route 1. They typically front the roadway, adjoin more industrial land uses, and have units that are densely placed.

### CONNECT

The streetscape existing conditions along Route 1 are described according to geography: *South, Central, and North Areas*. The boundaries of these areas are illustrated in Map 2 on page 7.

Figure 3: Streetscape along Route 1 fronting Weis and Carmax



## Route 1 Land Use and Urban Design Assessment

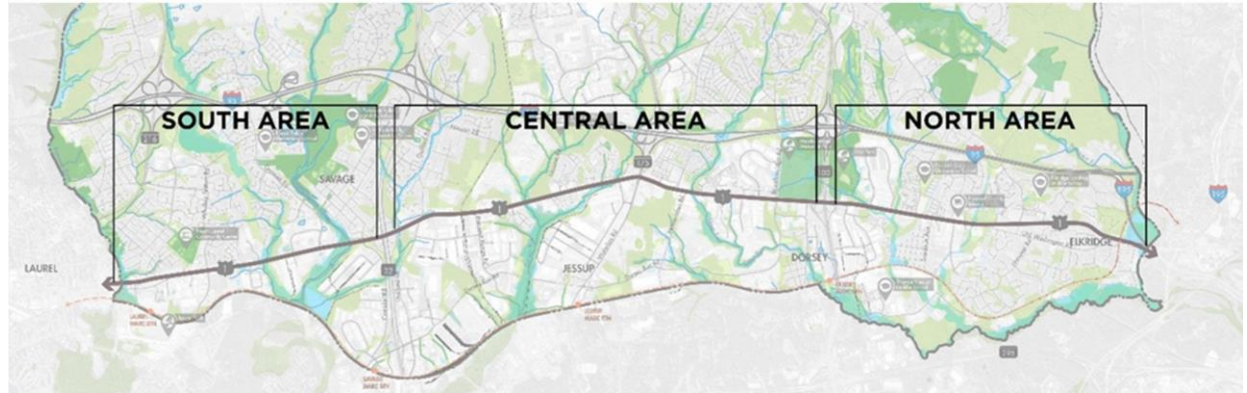
*South Area:* A bridge span, which is typical of most roadways entering Howard County that cross a waterway, over the Patuxent River demarcates the entrance to Route 1 in Howard County from the City of Laurel (see Figure 4 on bottom right). In contrast to Route 1 further south in Laurel, which is lined with narrow brick sidewalks and ornamental street lighting, this south area of Route 1 is more auto-oriented. Howard County's streetscape in this area is comprised of turn lanes and utility pole cobra head lighting.

Similar to Laurel, Howard County's Route 1 is divided for five blocks. Beyond Davis Avenue, the roadway merges into a single travel way. The South Area has few complete streetscape segments with buffered sidewalks. A notable complete streetscape is at the Ashbury Apartments and serves only the west side of Route 1.

The most consistent streetscape in the South Area is on the west side of Route 1 near the CarMax and Toyota properties. This streetscape is heavily landscaped with a tree-lined panel and a generous landscaped area beyond the sidewalk to screen views of adjoining parking lots. This streetscape is successful because it is in scale with Route 1 as a vehicular corridor with its broad setback, canopy trees, and simple hedge. This streetscape is viewable at high speeds and pleasant to walk along.

Most motels and auto service businesses along Route 1 have off-street surface parking as a setback

**Map 2: Connections Boundary Map**



**Figure 4: South Area: Entering the Howard County from the City of Laurel**



between the curb and building facades, which is rarely screened from the roadway. Auto service businesses lack front curbs and store vehicles along the roadway edge when possible.

Route 1 has a limited number of street trees and tree canopy in the South Area. Most "green" areas along the roadway are typically confined to stream

corridors. A utility right-of-way and maintenance path crosses Route 1 south of Jailbreak Brewing Company. The maintenance path is not marked by either signage or pavement markings. Despite some pedestrian usage along the path, it has no crosswalk at Route 1.



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*Central Area:* The streetscape character is consistent with the South Area's, especially between Route 32 and Patuxent Range Road. North of Patuxent Range Road, Route 1's roadway widens and lacks consistent sidewalks. Larger industrial parcels and access along secondary routes minimize curb cuts in the streetscape. This paired with the natural tree screening of industrial uses, make the Central feel more suburban than the North and South Area.

Except at several of the new developments, such as Mission Place, Verde at Howard Square, Lorien Health Systems, and Meadow Ridge Business Park, there are few portions of Route 1 with sidewalks. The most complete streetscapes in the Central Area are at Mission Place and Verde. The Route 1

streetscapes at both developments include landscape panels with street trees and well-maintained shrubbery.

The streetscape along the Verde at Howard Square development provides an excellent streetscape example along Route 1 with no surface parking between the sidewalk and a building façade. The development's ground floor façade meets the streetscape at the build-to line, provides more visual interest for pedestrians, and is raised above the sidewalk to avoid direct views into apartments. Although the Verde's Route 1 streetscape treatment is better than most, the streetscape is diminished by limited building access points, metal fencing, and window security bars which discourage

walkability and feelings of safety and security for pedestrians.

Jessup Plaza is one of the most active places in the Central Area due to its concentration of well-utilized shops and restaurants. However, pedestrian access is constrained due to deficient streetscapes and property fences. Upon observation, a hole has been made in the fence separating Jessup Plaza and the Verde to facilitate pedestrian connections.

Mom's Organic Market is the only full-service grocery store in the Central Area, with a central location at the intersection of Route 1 and Route 175. Pedestrian access to Mom's is limited due to the incomplete streetscapes in this area. While lined with sidewalks on its property edges, Mom's public sidewalks are narrow and thus places people close to fast moving traffic (see Figure 5).

Informal pedestrian pathways have been made where sidewalks are missing along Route 1. In addition, a lack of formal gathering spaces along Route 1 lead people to gather on underutilized lots near the corridor's industrial areas.

There is a strong food truck and mobile food vendor culture along the Route 1 corridor, especially near Dorsey Run Road. Trucks can often be found in the parking lots near the ElkrIDGE Volunteer Fire Department.

Figure 5: Central Area: Sidewalks adjacent to roadway at Mom's Organic Market at MD- 175 intersection



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**North Area:** Relative to the Central Area, the Route 1 streetscape in the North Area is distinctly better. Sidewalks line the west side of Route 1 between Troy Hill Drive and Montgomery Road. Most of these sidewalks include ADA compliant crossings, and occasionally have landscaped buffers.

Building context relative to Route 1 changes north of the Howard County Library Elkridge branch. Buildings are positioned closer to the roadway and closer to each other. Despite fewer sidewalks and more curb cuts, pedestrian activity near Green Valley Marketplace and Daniels Restaurant is significant. This activity begins to humanize the roadway and indirectly slows traffic.

Route 1's North Area configuration does not vary significantly from the South and Central Areas. Yet, its streetscape is more distinctive because there is

NORTH AREA: ROUTE 1 LEAVING ELKRIDGE



less visible surface parking and an increased number of areas with denser tree canopy. Route 1 bends as it bypasses Old Washington Road. This unique bend, paired with a heavier tree canopy, functions as a gateway into historic Elkridge from the south (See Figure 6).

Historic Elkridge is a special part of the Route 1 corridor. Currently, this segment has a lack of sidewalks, awkward front parking lots, and narrow rights-of-way due to existing utility locations and a railway overpass. Above-ground utilities consistently line the east side of Route 1 throughout the North Area and present additional visual clutter in this area.

### PRESERVE

The Preserve section below describes the Corridor's landmarks, destinations, historic assets, gateway

communities, and natural resource areas. There are several landmarks and destinations along the Route 1 corridor (See Map 3 on page 11). They help to create a sense of place and provide lasting memories that bring residents and visitors back to these destinations. They include:

**Thomas Viaduct:** The Thomas Viaduct, spanning the Patapsco River, is a historical masterpiece and a National Historic Landmark.

**Meadowridge Memorial Park:** While many of the parks within the study area provide great recreational amenities, the Meadowridge Memorial Park, with its significant architecture and well-maintained green spaces, creates a beautiful natural setting along Route 1.

**Historic Savage Mill:** Historic Savage Mill is a great resource that is hidden from Route 1. The adaptive reuse of the historic cotton mill into a cluster of shopping and dining along Little Patuxent River has not been able to realize its full potential to date. With revitalization of Route 1, additional opportunities for this facility will hopefully become apparent.

**Laurel Racetrack:** Located one block from Route 1, this thoroughbred racetrack is one of the largest destinations along Route 1. Significant new development is planned around this area, both in Howard County and Anne Arundel County.



## Route 1 Land Use and Urban Design Assessment

*North Laurel Community Center:* As one of the latest community centers, the facility, located off Whiskey Bottom Road, provides indoor recreation and social activities for the residential communities and neighborhoods in the north Laurel area.

Preserving the gateway communities of Elkrige and North Laurel is important. In Elkrige, there is a juxtaposition of different transportation corridors representing different technology and different periods of time including rail, secondary roads and interstates. The main street of Elkrige is located at the northern end of the corridor while Laurel's Main Street and the historic Savage Mill are located on the southern side of the corridor. Their historic character provides a gateway opportunity to the corridor and differentiates these communities from the rest of the land use character along Route 1.

The Route 1 corridor in Howard County is located within and near robust natural resource areas. Bookended by the major stream corridors of the Patapsco River at the northern boundary and the Patuxent River to the south, the 12-mile corridor crosses numerous other stream corridors which flows perpendicular to the alignment of Route 1. These natural areas boast creeks and streams; wooded and forested areas along the stream valleys; as well as numerous wetlands, lakes, ponds and related hydrological features. Together they create a rich tapestry of natural resources along the "environmental corridors" of the stream valleys (see Figures 8 and 9).

These environmental corridors create natural breaks along the Route 1 corridor. Visually, they establish strong features that provide relief to the otherwise suburban corridor character such as; shopping centers, motels, and multi-family uses with off-street parking lots along Route 1. While the access to the stream valleys is very limited from Route 1, access to trails and parks along the major river corridors exist, specifically to Patapsco Valley

State Park and Little Patuxent River via the Savage Mill trail.

Several parks located along the corridor provide a diversity of outdoor recreational amenities for the neighboring residential communities. They include the recreational area around Patapsco Valley State Park, historic Savage Mill, Meadowridge Memorial Park, and Troy Park.

**Figure 8:** Patapsco Valley State Park provides outdoor recreational opportunities at the northern end of the Route 1 corridor.

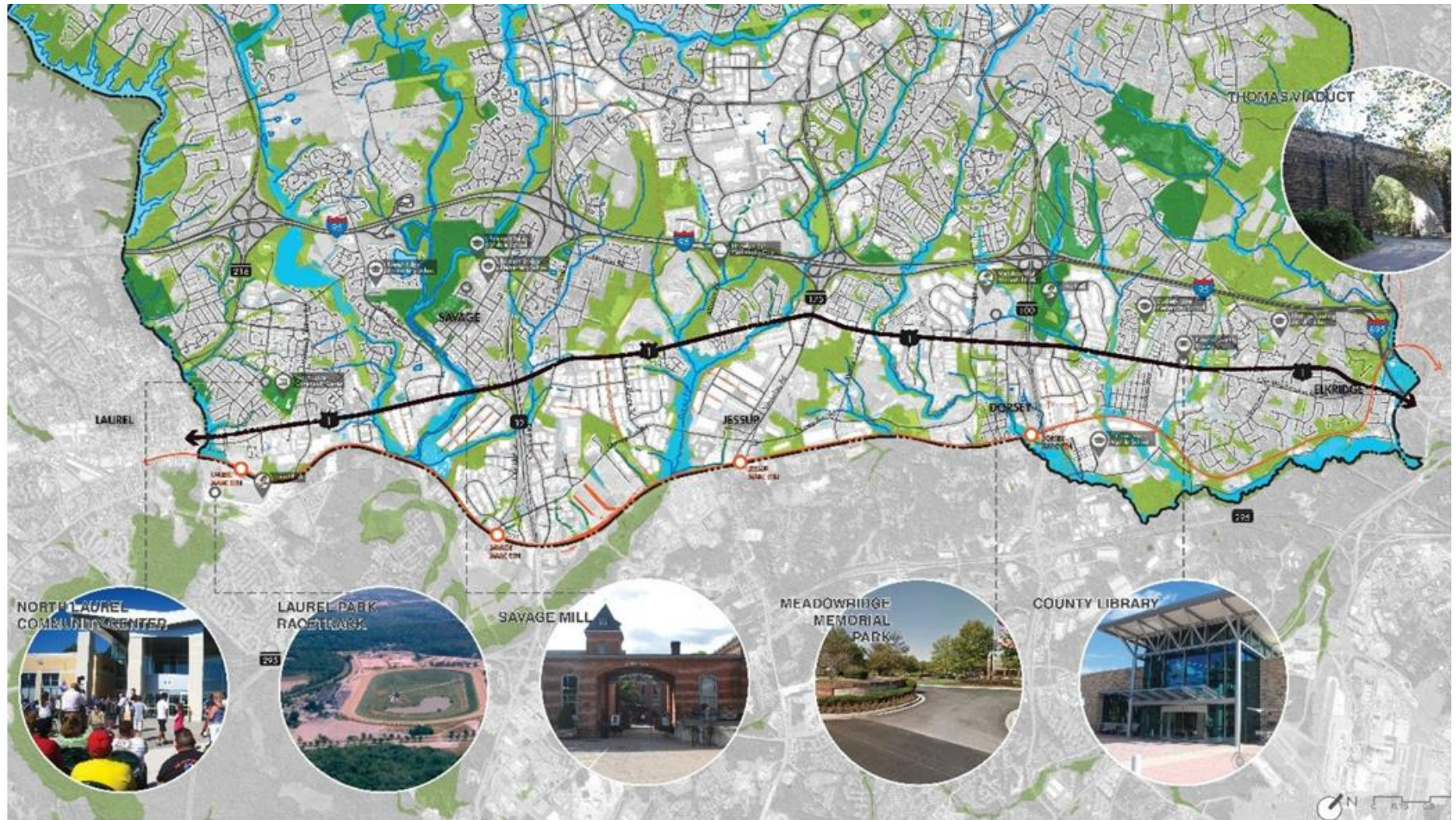


**Figure 9:** Corridors create a distinct feel and create boundary thresholds that separate built-form on either side of the stream corridors.





Map 3: Landmarks/Historical Assets



### CANDIDATE INVESTMENT AREAS

Candidate Investment Areas are specific geographic areas identified along the Route 1 Corridor that present the opportunity for redevelopment into higher quality nodes or activity centers to better serve the surrounding communities, increase the county tax base and revitalize blighted and underutilized properties.

While these areas have the potential to be redeveloped into unique, separate “neighborhood nodes” through development, redevelopment, preservation, and/or other enhancements, they do not preclude investment elsewhere along the corridor. They primarily serve as prototypes for other areas along the corridor.

A diverse range of factors were considered as selection criteria in locating and designating Candidate Investment Areas. These broad criteria are grouped based into the three overarching “themes” of redevelop, connect and preserve (see table on next page). These criteria find their origin in the work of preceding studies, existing county policies, the community engagement process and consultant analysis.

In addition to these selection criteria, a combination of methods was used to identify key parcels within the corridor that have high potential for redevelopment including; site visits, Google Map/Streetview study, and an analysis of MdProperty View property assessment data.

Targeted properties grouped into the following categories (See Map 4: Redevelopment Parcels by use-types on page 14). A combination of methods was used to identify key parcels within the corridor that have high potential for redevelopment including; site visits, Google Map/Streetview study, and an analysis of MdProperty View property assessment data. Targeted properties grouped into the following categories:

#### Underutilized Properties:

- Vacant or undeveloped properties,
- Larger properties with small or ancillary buildings
- Publicly-owned land and buildings,
- Existing land uses that under value the highest and best use of the property (i.e., auto sales, truck terminals, older motels, etc.).

#### Blighted Uses:

- Junkyards,
- Auto storage yards,
- Vacant and abandoned properties,
- Properties used for general storage of materials, equipment, etc., and
- Properties with extensive deferred maintenance; those that visually impact the corridor or would discourage reinvestment in adjacent properties.

While some of the redevelopment parcels contained operating business, most did not. Properties that could potentially deter redevelopment on adjacent properties were included for consideration. In some instances, existing businesses might have to be renovated or relocated to other suitable business locations in order to achieve a higher and better use of the Route 1 corridor’s frontage lots.

Map 5 (page 15) illustrates the proposed candidate investment areas and conceptual land use/market approach and natural areas (“environmental corridors”) along the Route 1 Corridor. Each proposed candidate investment area along Route 1 promotes a distinct identity through its proposed redevelopment framework: the built form, enhanced walkable connections, natural resource areas, and preservation and improvement of the individual qualities that define each.



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**Table 1:** Route 1 CANDIDATE INVESTMENT AREAS SELECTION CRITERIA

REDEVELOP	CONNECT	PRESERVE
<i>Development Nodes:</i> Create nodes that relate to their adjoining communities, each with a unique character, through the development of context-compatible residential, commercial and industrial land uses.	<i>Adjoining existing development/ communities:</i> Utilize the activities generated by existing developments, landmarks or destinations and build around successful places. Connect new nodes with existing neighborhoods.	<i>Natural resource areas:</i> Celebrate, expand and connect the county's Green Infrastructure Network, parks, and recreation areas, floodplains, steep slopes, wetlands, and wooded/ forested areas.
<i>Neighborhoods:</i> Promote higher-quality development along Route 1 and build character nodes that create distinct neighborhoods on both sides of Route 1.	<i>Both sides of Route 1:</i> Create uniform and cohesive connections on Route 1 through streetscape enhancements and redevelopment on both sides.	<i>Areas adjacent to natural areas/green spaces and Parks:</i> Promote connectivity to nature-based opportunities and parks.
<i>Cluster of parcels:</i> Redevelop via consolidation of a range of adjacent parcels.	<i>Extension of the existing street grid:</i> Build on existing infrastructure to maximize investments already in-place.	<i>Environmental Corridors along Route 1:</i> Provide appropriate landscaped transitions adjacent to the Candidate Investment Areas.
<i>Vacant and underutilized parcels:</i> Encourage higher and better use, supported by adequate public infrastructure and preferably with context-compatible densities.	<i>Multimodal connections:</i> Promote safe multimodal connections and diverse transportation modes for a variety of users.	<i>Existing business uses and residential communities:</i> Protect and enhance the character of existing business uses and residential neighborhoods, while expanding their linkages to meaningful Route 1 facilities.
<i>Route 1 frontage:</i> Emphasize both visual and functional impacts along Route 1.	<i>Transform:</i> implement complete streets and multimodal transportation infrastructure to enhance mobility and access to diverse transportation options.	<i>Quality of life:</i> Enforce existing regulatory tools to create a safe and visually attractive built environment.
<i>Proximity to new public/private investment:</i> Use catalytic opportunity sites to maximize opportunities for adjacent developments.	<i>Transit Readiness:</i> Target public transit services to better serve existing users and provide enhanced transit services as future ridership demands.	<i>Historic Character:</i> Use context sensitive design for redevelopment adjacent to historic communities.



Map 4: Redevelopment Parcels by use-types



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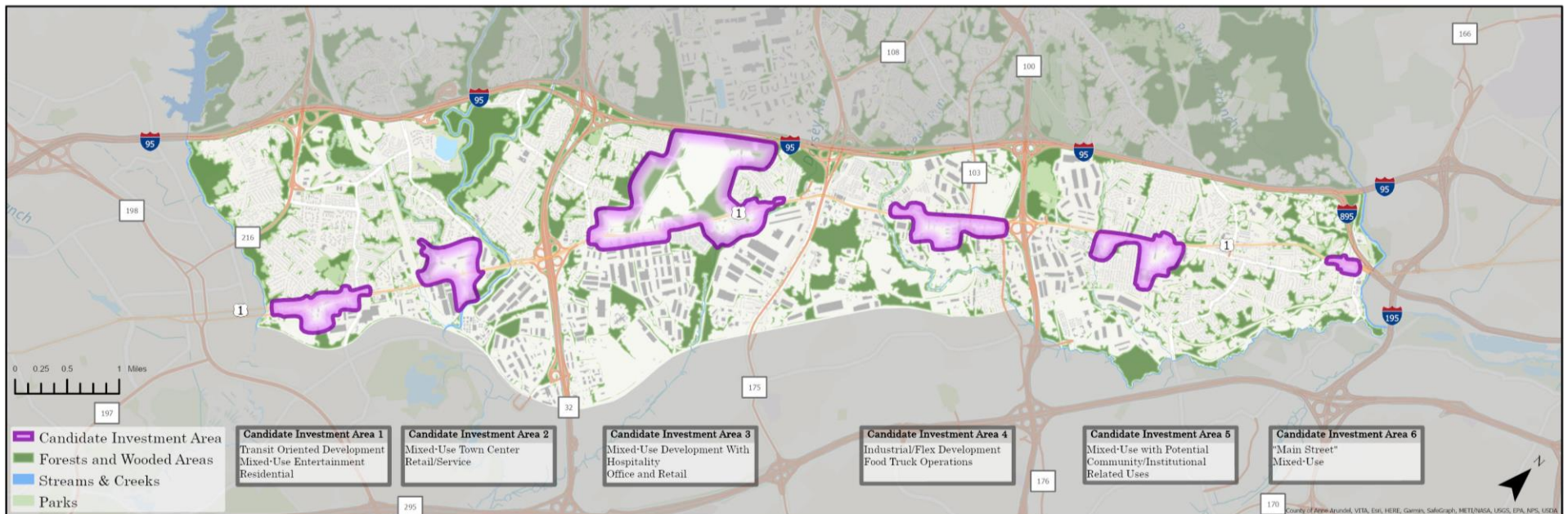
The following six proposed candidate investment areas were identified by the corridor plan consultants (RKG and Associates) and have not been fully assessed in a countywide context. The general plan consultants (City Explained, Inc.) will test and verify the six investment area locations outlined in this section. The final configuration, future land uses, size, location and number of investment areas in the Route 1 Corridor will be refined in the HoCo By Design effort.

In each section below, each candidate area will be described by their existing conditions, connections, natural resource areas, and market orientation. Market orientation in this context refers to the market potential of each Candidate Investment Area based on its locational attributes, surrounding land uses and current and future market needs. Candidate areas are areas where the greatest impact can be made, and investment is most likely. However, investment will not be limited to these

targeted areas in the corridor and these strategies can also inform other areas of investment along the corridor.

The Candidate Investment Areas boundaries are purposely generalized and reflect an initial targeted area, not parcel boundaries. Further work will be needed to refine boundaries, design opportunities, land uses and zoning changes in the HoCo By Design general planning effort.

**Map 5: Proposed Candidate Investment Areas**



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## Candidate Investment Area 1

### Existing Conditions

#### *Character and Destination*

Located at the southwestern edge of Howard County, this area defines the entry point to the County from the south along Route 1 as it crosses over the Patuxent River (see Map 6 on page 17). The area reflects a suburban character on both sides of Route 1 in contrast to the urban nature of the City of Laurel, the adjacent community to the south. Like other areas along Route 1, the east side of Candidate Investment Area 1 consists of primarily industrial uses while strip commercial centers, multifamily and single-family neighborhoods line the west side. Regional and local destinations such as the Laurel Park (horse racing venue), the Laurel MARC Station, and the North Laurel Community Center provide tourism, recreation and community amenities. This area includes large food distribution

Second Street looking North, Ashbury Apartments



centers, a mobile home park, and a new multifamily building, the Ashbury Courts Apartments.

#### *Connectivity*

Route 1 in this area is bifurcated into two separate roads – southbound Washington Boulevard and northbound North 2nd Street. These streets merge near Davis Avenue and continue northbound as one roadway through the rest of the County. While there is a lack of continuous pedestrian and bicycle connectivity along Route 1 within this area, new sidewalks have been constructed, specifically in conjunction with new developments; for example, the Ashbury Courts Apartments (see Figures 10 and 11). However, gaps in the area’s sidewalk network remain.

#### *Natural Resource Areas*

Route 1 crosses numerous environmental features – stream valleys including creeks and streams, as well as wooded and forested areas. These

Character of Route 1 near Whiskey Bottom Road



environmental features provide a natural complement to the suburban character of this area. The Patuxent River is one of the stream valleys in this area and has been the focus of preservation and revitalization efforts that celebrate the river as a community and regional asset—for example, the City of Laurel’s Riverfront Park, which integrates recreational facilities and scenic wetlands with the ruins of the city’s historic dam.

#### *Market Orientation*

Located four miles from I-95 and nine miles from Ft. Meade, Candidate Investment Area 1 offers the potential for additional high density mixed-use and residential development. New residential development in this area is suitable and would potentially increase public transit demand for the Laurel MARC station. This use would primarily consist of apartment living with some on-site amenities. Potential exists to create a smaller retail and dining setting along North 2nd Street, anchored by dining and family entertainment uses that would complement the Paddock Pointe development.

Across Route 1 is a continuous line of narrow parcels that are currently commercial in nature and are recommended to remain commercial (See Map 7 on page 18). However, redevelopment would be facilitated if current uses (i.e., tax services, barber, dry cleaner, convenience store, etc.) are renovated or converted into more pedestrian focused shops, restaurants and business.



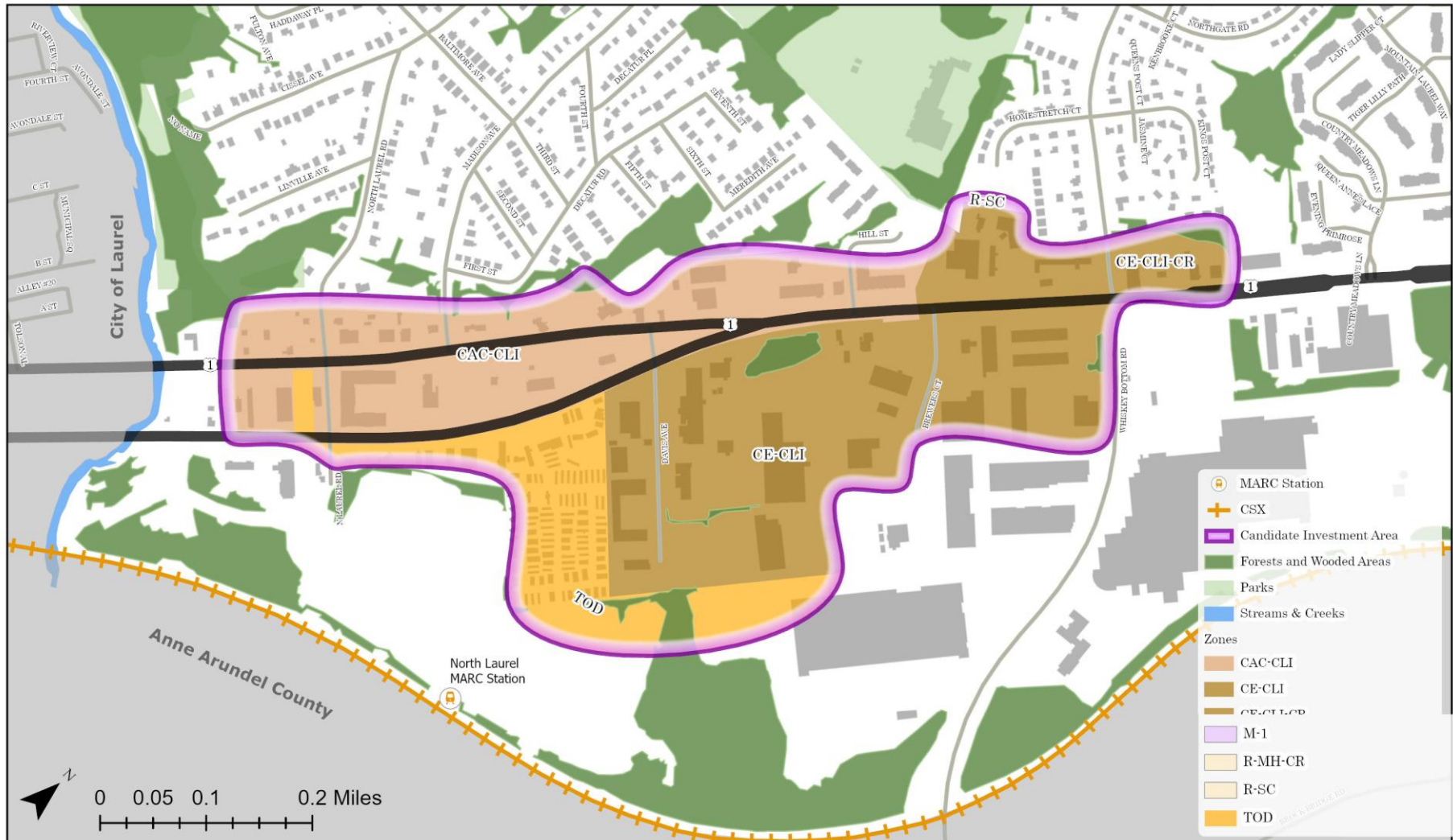
Map 6

## Candidate Investment Area 1: Existing Land Use



Map 7

## Candidate Investment Area 1: Existing Zoning



## Candidate Investment Area 1 Considerations

Candidate Investment Area 1 could be envisioned as a transit-oriented, mixed-use entertainment node with improved streetscape and buildings along street frontage (see Map 8 on next page). The character should build on the Paddock Pointe (Laurel Park Station) development and its proximity to the MARC station. Additional commercial and medium to high density residential is proposed to compliment the area's planned TOD development. The area would benefit from enhanced streetscape, gateway features and wayfinding signage.

Candidate Investment Area 1, as proposed, is just under 140 acres in size. The parcels on the north side of Route 1 are quite shallow with lot depth averaging around 300 feet. Current land use is predominantly commercial (32 percent) and industrial (30 percent) with residential (14 percent) and mixed use (6 percent) also present. The current zoning is largely CE-CLI (45 percent), CAC-CLI (32 percent), and TOD (18 percent). The conceptual land use and urban design features are detailed in the Potential Future Land Uses map on page 20.

The acreages given are approximate and reflect the investment area generalized shape, not parcel boundaries. Further work will be needed to identify boundaries, design opportunities, land uses and zoning changes in the HoCo By Design general planning effort. The effort should consider the following:

### Redevelop

- How can the area build on the Paddock Pointe mixed-use development to stimulate additional compatible change in this area? Will it create opportunities for mixed-use and entertainment anchors at the gateway node of North 2nd Street?
- What zoning or other changes would be needed to allow for medium to high density residential uses along North 2nd Street/Route 1 with a transition to medium density residential as it gets closer to the single-family development at Paddock Pointe?
- What are the market aspirations for the properties on the north side of Rt 1? How does assemblage factor in and what zoning changes are recommended to create a transition to adjacent uses?
- What elements are needed to support commercial/retail/mixed-use redevelopment along Route 1 between Wilbert Lane and the area around the intersection of Route 1 and Whiskey Bottom Road?
- What gateway features should be considered for this the entry point into County? Such gateway features might include public art, signage, gateway buildings and landscaping to evoke a sense of arrival and celebrate river crossing/stream channel.

### Connect

- How can the redevelopment plan utilize and extend Paddock Pointe's planned street grid of streets into adjacent redevelopment areas?
- What are the design elements needed for pedestrian and bicycle connections to connect residential neighborhoods to Route 1 area destinations including North Laurel Community Center and the Laurel MARC Station?
- Where could trail connections to connections to access natural resource areas and environmental corridors?

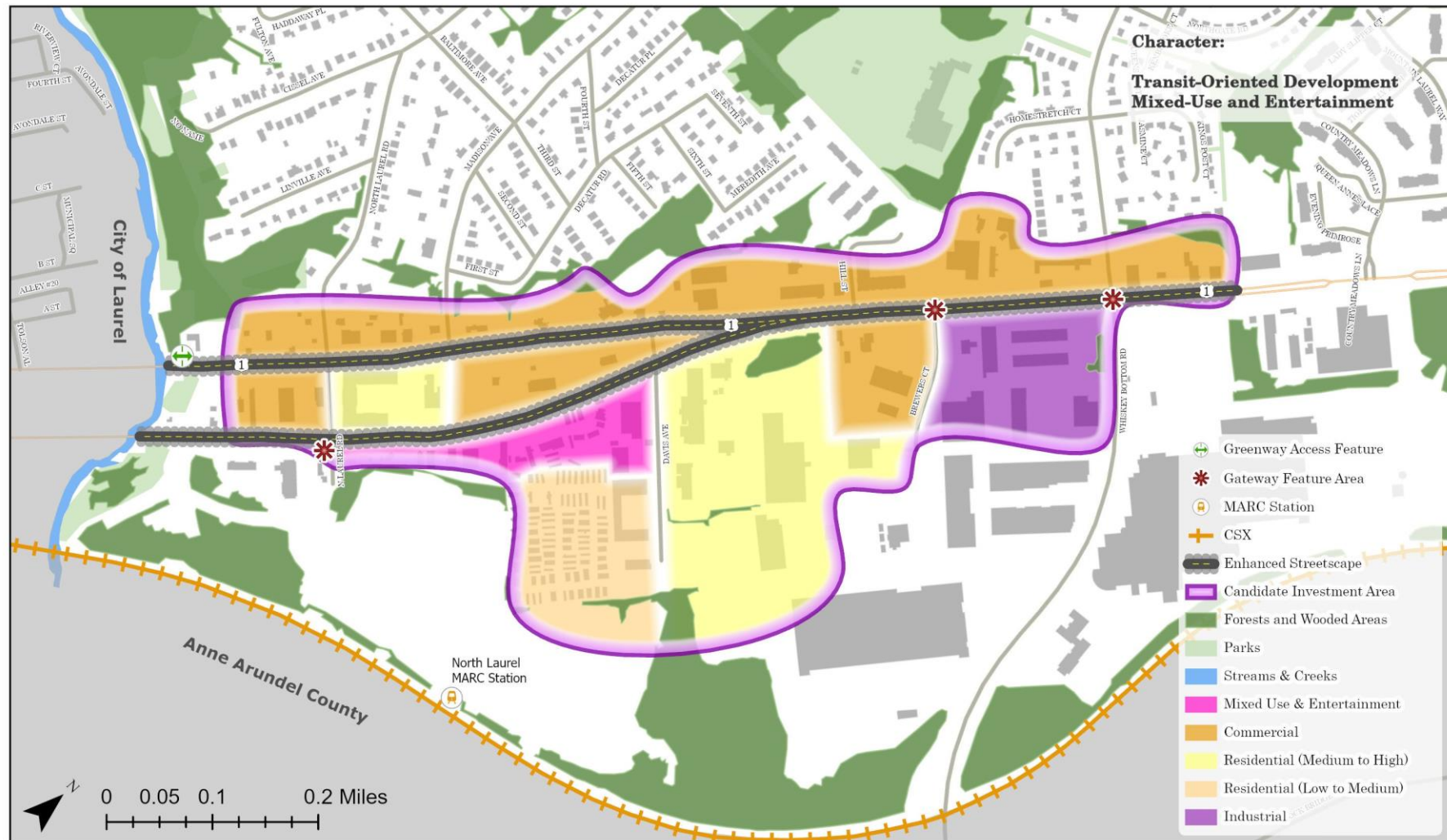
### Preserve

- If this area is targeted as an investment area, what actions can help to preserve the character of the existing surrounding single-family neighborhoods?
- What unifying visual elements could be incorporated at the Patuxent River crossing along with the improved streetscape and gateway elements on Route 1? Such features might include bridge elements and extended riparian landscape.



## Map 8

### Candidate Investment Area 1: Potential Future Land Uses



### Candidate Investment Area 2

#### Existing Conditions

##### *Character and Destination*

Candidate Investment Area 2 is located north of the Baltimore Gas and Electric (BGE) right-of-way and south of MD Route 32 (see Map 9 on page 22). This area is anchored by the Weis Food Market and CarMax located on the west side of Route 1, an industrial uses line the east side. Large surface parking lots servicing the grocery, car dealership and industrial sites dominate the character of this area. Area attractions include Historic Savage Mill, a historic cotton mill adaptively reused for shopping and dining along Little Patuxent River (See Figure 12). A variety of recreational areas, such as Terrapin Adventures area, the Savage Mill Trail, Savage Park etc. provide outdoor amenities to the residents of the Savage area as well as to regional tourists.

##### *Connectivity*

Because of its proximity to Route 32, this area has strong access to the region via I-95 and Baltimore-Washington Parkway. On the west side of Route 1, there is a consistent tree-lined streetscape along the Weis and CarMax sites, providing enhanced pedestrian connectivity from the residential neighborhoods to destinations in this area. The streetscape and bus stop in this location also improve access and connectivity to the Weis grocery store.

#### *Natural Resource Areas*

The area is located between the riparian corridors of the Little Patuxent River and Hammond Branch stream valleys. The Savage Mill Trail connects this area to Historic Savage Mill, the community of Savage, and to a network of area trails along the Little Patuxent River.

#### *Market Orientation*

Market orientation for Candidate Investment Area 2 is partially based on its centralized location within the Route 1 Corridor, which lends itself to a variety of corridor serving needs. Candidate Investment Area 2 lends itself to the development of a large, horizontal, mixed-use, town center development with commercial anchor stores to better serve the corridor. The land in this area is largely flat and has good access to Route 1 and MD-32. Vertical mixed-use featuring residential uses above storefronts can support a town center development by creating more local demand to support new stores. The viability of vertical mixed use has been met with some skepticism from developers who do not believe it works well along the Route 1 Corridor.

Vertical mixed-use development can be successful in an urban context, such as Arlington, Virginia, or a town center development where elements of an urban environment can be created to encourage pedestrians to walk and explore shops and restaurants in an amenity rich environment.

Candidate Investment Area 2 should create a context off the corridor where a new pedestrian-centered environment or “Main Street” can be created, which complements, not competes with Historic Savage and is safe and not directly fronting the corridor.

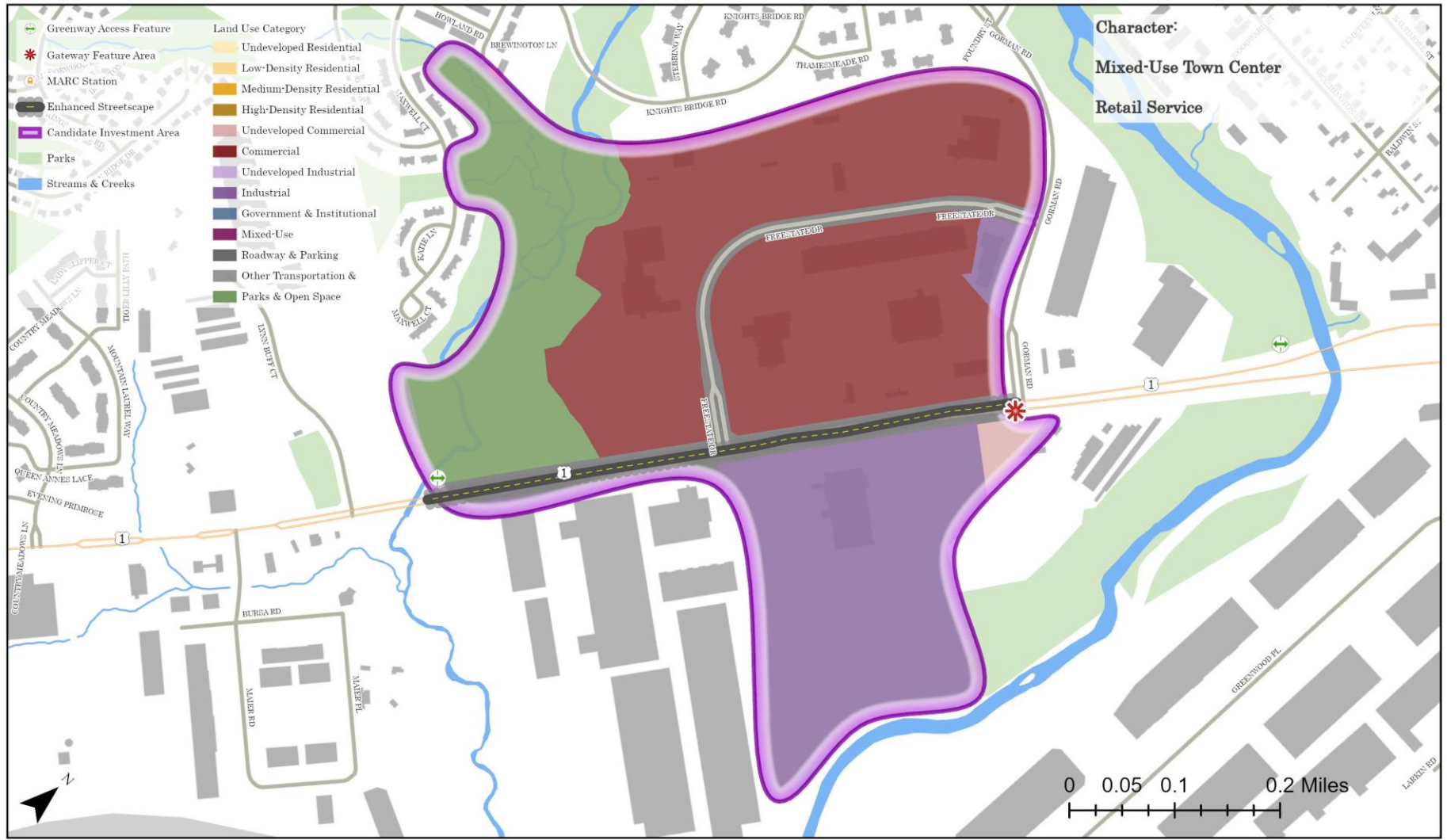
The eastern portion of Area 2 could also support large industrial uses to enhance the corridor’s tax base and employment. The Allied Trailer property is underutilizing a site with large commercial frontage, not taking advantage of its potential economic and taxable value. Much of the area within Freestate Drive and Gorman Road loop could include the town center development, which is approximately 37 acres. If the CarMax site were to come on the market, the development could expand to over 75 acres, and be better integrated into the surrounding neighborhoods.

Figure 12: Savage Mill



## Map 9

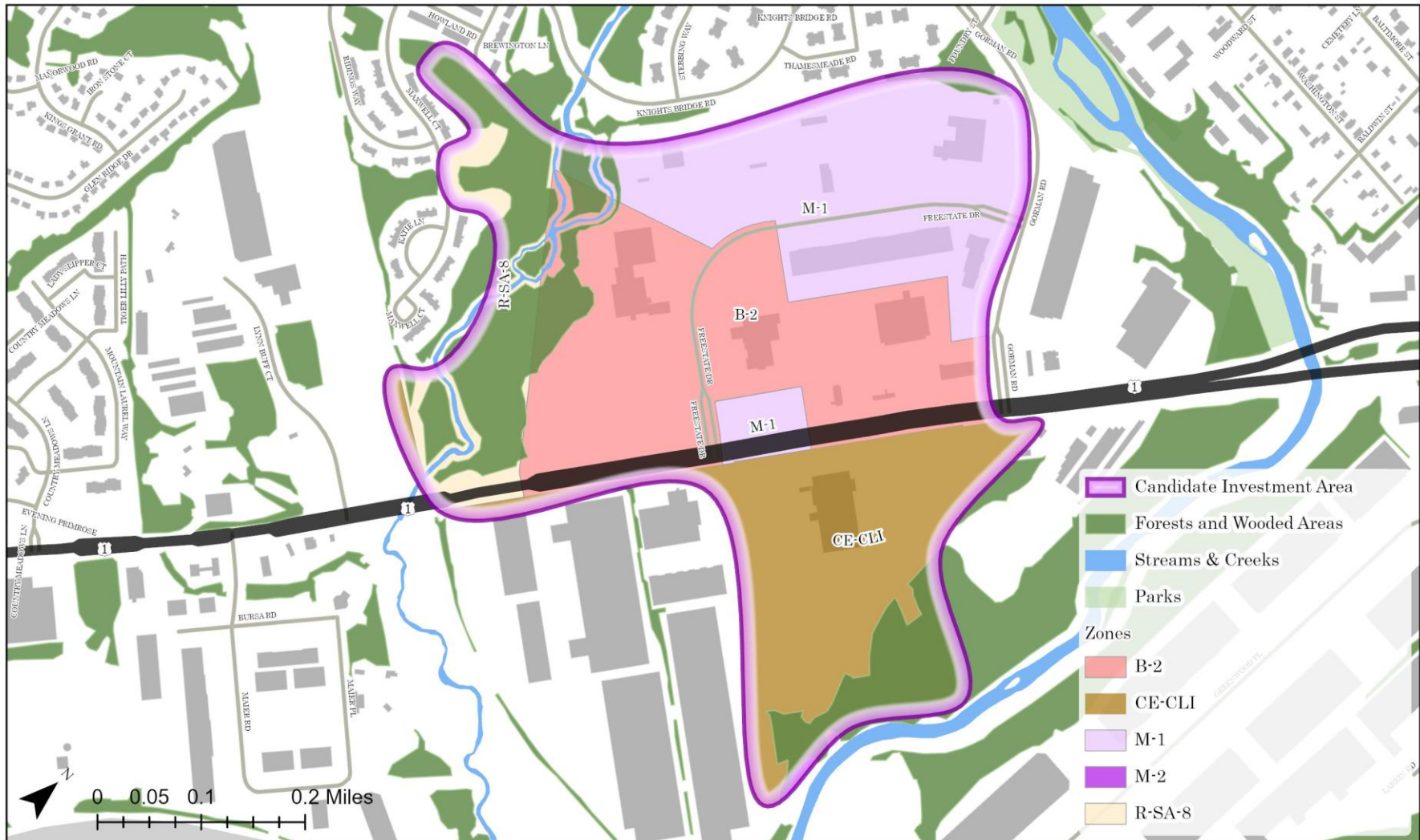
## Candidate Investment Area 2: Existing Land Use





Map 10

## Candidate Investment Area 2: Existing Zoning



## Candidate Investment Area 2 Considerations

The vision for Candidate Investment Area 2 has been organized around the redevelopment of Weis Food Market as a grocery-anchor for a neighborhood-focused town center node. Mixed-use activity areas along Route 1 would connect this area to existing residential neighborhoods via a grid of streets and network of trails.

Candidate investment area 2 is over 160 acres. Its current land use is split between Commercial use (45 percent) Industrial (26 percent), Parks and Open Space (18 percent). Current zoning includes B-2 (32 percent), CE-CLI (27 percent) and M-1 (27 percent). The conceptual land use and urban design features are detailed in the Proposed Land Use map on page 25. The acreages given are approximate and reflect the investment area shape, not parcel boundaries. Further work will be needed to identify boundaries, design opportunities, land uses and zoning changes in the HoCo By Design general planning effort. The effort should consider the following:

### Redevelop

- Can this area support retail in the new Town Center concept and the existing destination retail in Historic Savage Mill? How can the two destinations complement and not compete with one another?
- What tools or incentives can foster light industrial development in the areas east of Route 1 similar in the scale of existing

establishments? Can an investment area ensure safe and adequate access to the industrial areas while providing landscaped and higher-quality architectural buffers between Route 1 streetscape and adjacent residential communities?

- With Savage Mill and Savage nearby, would this area benefit from an attractive visible gateway feature at the intersection of Route 1 and Gorman Road, preferably on the western side of Route 1 in proximity to the potential Town Center?
- What form would a mixed-use development take in Area 2? What is the ideal scale for a Town Center at this location, based on land area and market demand?

### Connect

- Should the roadway network be strengthened in this area? Could walkable blocks be added to the internal grid of streets on the west side of Route 1, along with the creation of redevelopment areas or land bays in this area?
- How can the area expand on existing streetscape amenities on the west side of Route 1 to better connect to the existing residential neighborhoods of Savage? Are there options to continue canopy trees/regular plantings that match the scale of streets?

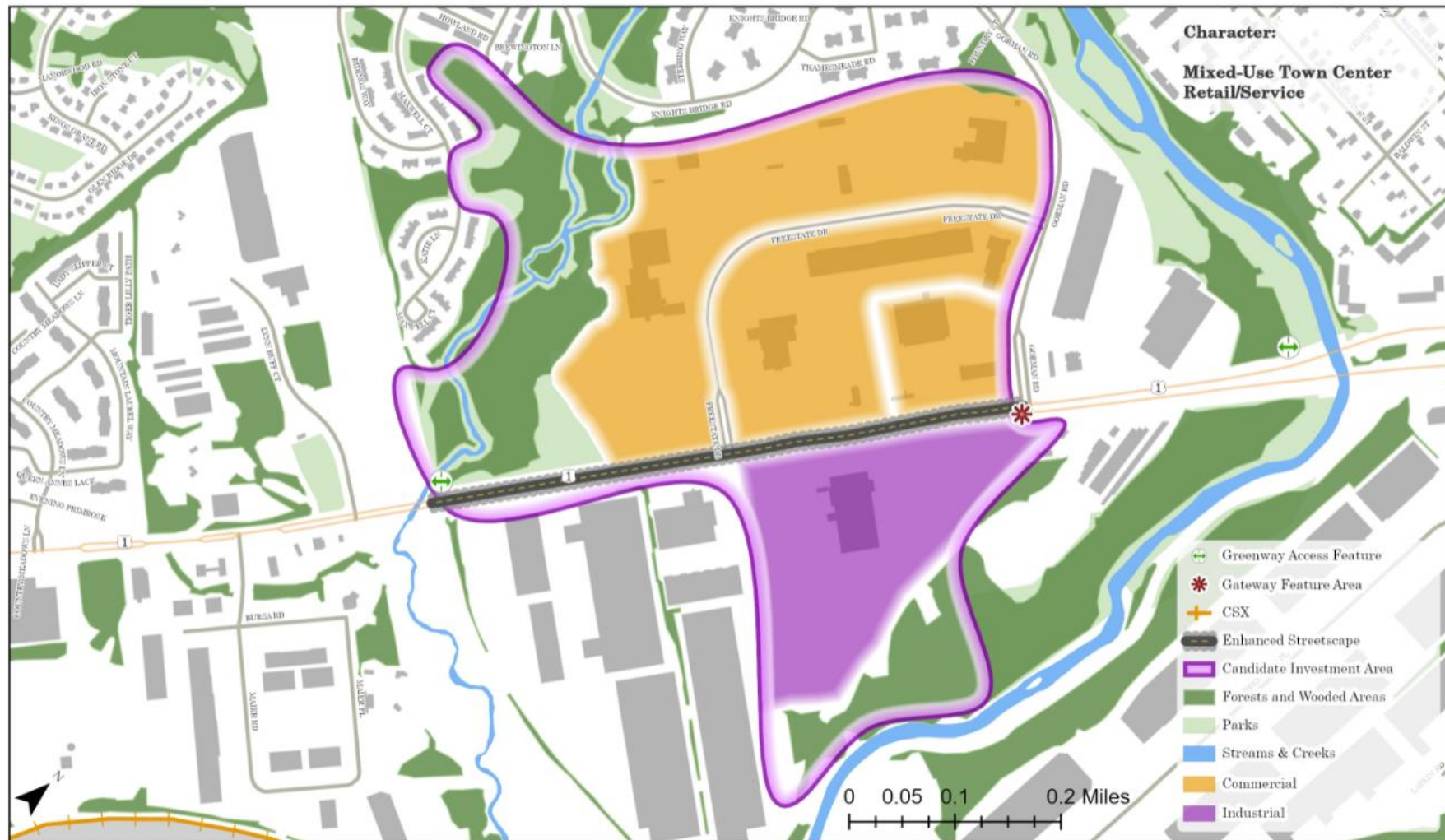
- Is this a feasible location to promote safe pedestrian and bicycle crossing along Route 1 at major street intersections? How could this area better connect neighborhoods and destinations with new trails and improved sidewalks, and link with the existing trail network? Identify potential constructability issues.

### Preserve

- If this area is targeted for redevelopment, what tools should be considered to preserve the neighborhood character of Savage and adjoining residential neighborhoods? Based on feedback provided by the community, design guidelines or a community character code could help with this as well as pursuing an historic designation for the area in and around Historic Savage Mill.
- To strengthen access to historic and natural resources in the area, what pedestrian and bicycle connections to recreational areas in and around Historic Savage Mill (i.e., plan to extend the Savage Mill Trail to Route 1 along Gorman Road)?
- What are ways to acknowledge the presence of historic Savage out to Route 1?

Map 11

## Candidate Investment Area 2: Proposed Land Use





# Route 1 Land Use and Urban Design Assessment

## Candidate Investment Area 3

### Existing Conditions

#### *Character and Destinations*

The existing character of this area, the largest of the Candidate Investment Areas along Route 1, is dominated by a green edge on the west side -- the Savage Stone quarry site (see Map 12 on page 27).

Industrial uses are present on both sides of Route 1, while single-family residential, mobile home parks and storage sites dot the east side of Route 1. A new residential and mixed-use community – Mission Place – provides an anchor of new investment and marks the northern edge of Area 3.

High School #13 is planned on the west side of the existing railroad right of way. This will serve to the growing residential communities in this area.

#### *Connectivity*

Similar to Candidate Investment Area 2, this area has strong regional connections given its location near Route 32, which provides access to I-95 to the north and Baltimore Washington Parkway to the south.

#### *Natural Resource Areas*

Several stream valleys, including Dorsey Run, frame Area 3 and provide opportunities for alternative pedestrian and bicycle connections between residential communities and Route 1.

### Market Orientation

Candidate Investment Area 3 has a much longer-term redevelopment (20-25 years) potential because redevelopment is dependent on redevelopment of the Savage Stone quarry. The site is flat in some areas which might make it suitable for a next-generation, large scale business park consisting of Class A offices, hospitality uses and retail with an emphasis on design as a mixed-use center.

The quarry could become a unique central natural feature or water feature, either as part of a larger public amenity space or a business park amenity available to the public in a mixed-use setting.

This area has great transportation connections to MD-32 and MD-175, which connect to Baltimore-Washington Parkway, Fort Meade and I-95 (Exit 38)

and has visibility from the Interstate highway. This is considered the premier location along this stretch of Route 1. Contemporary hotels and restaurants would be suitable for this location. Green buffer areas around the quarry, specifically near Route 1 on either side of the existing railroad track may be developable before the quarry use is complete.

The area across Route 1 from the quarry is not as well positioned due the existing land uses, which could be candidates for relocation. These properties are largely underutilized. This area could support businesses that are complementary to a large business park, including a small conference center, hotels, restaurants and other supportive commercial uses. This area could also support modest residential development with natural amenity areas (green buffers, stream and trails) in the rear.

Figure 13: Savage Stone Quarry

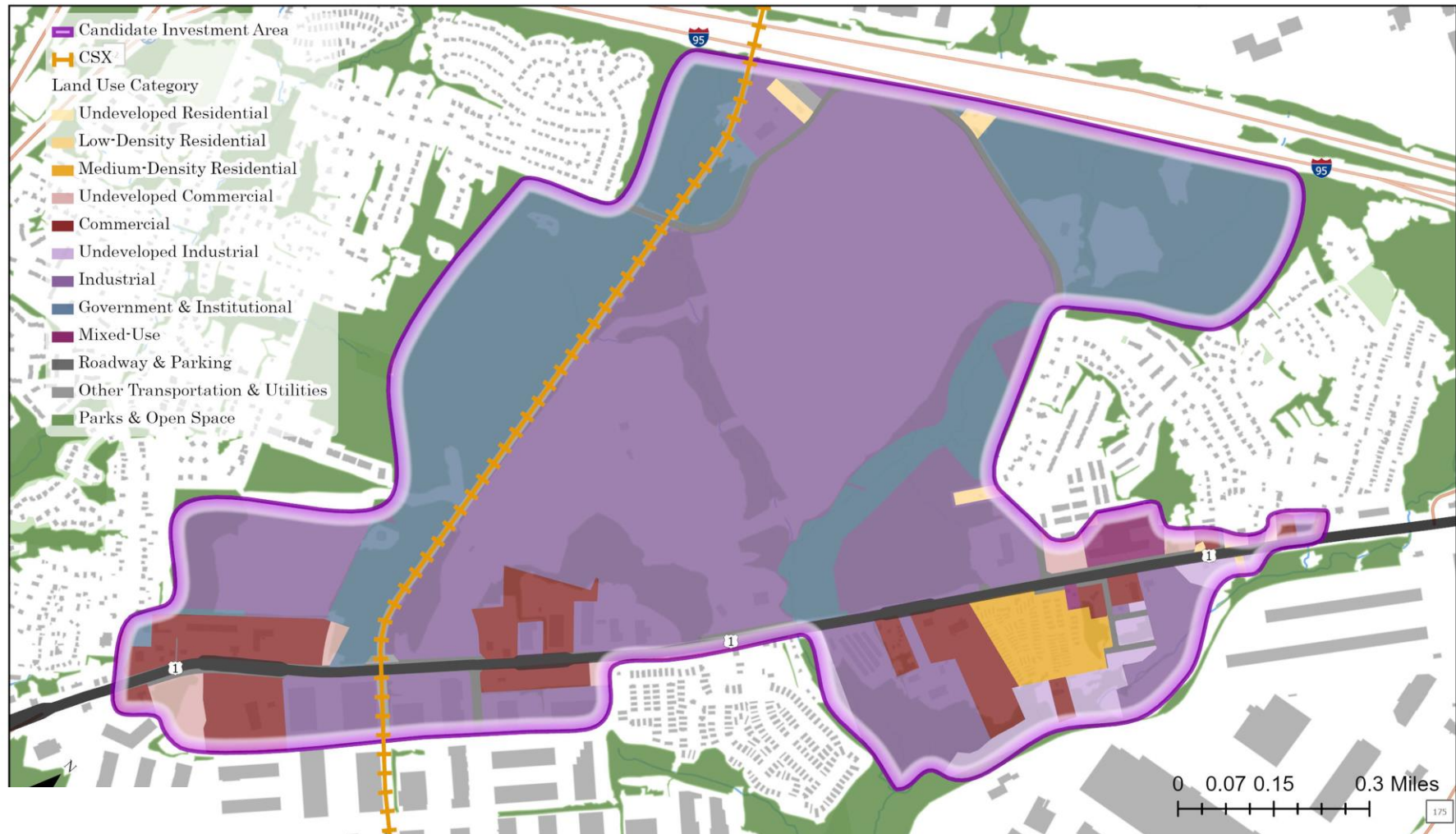


Figure 14: Mission Place mixed-use development along Route 1



Map 12

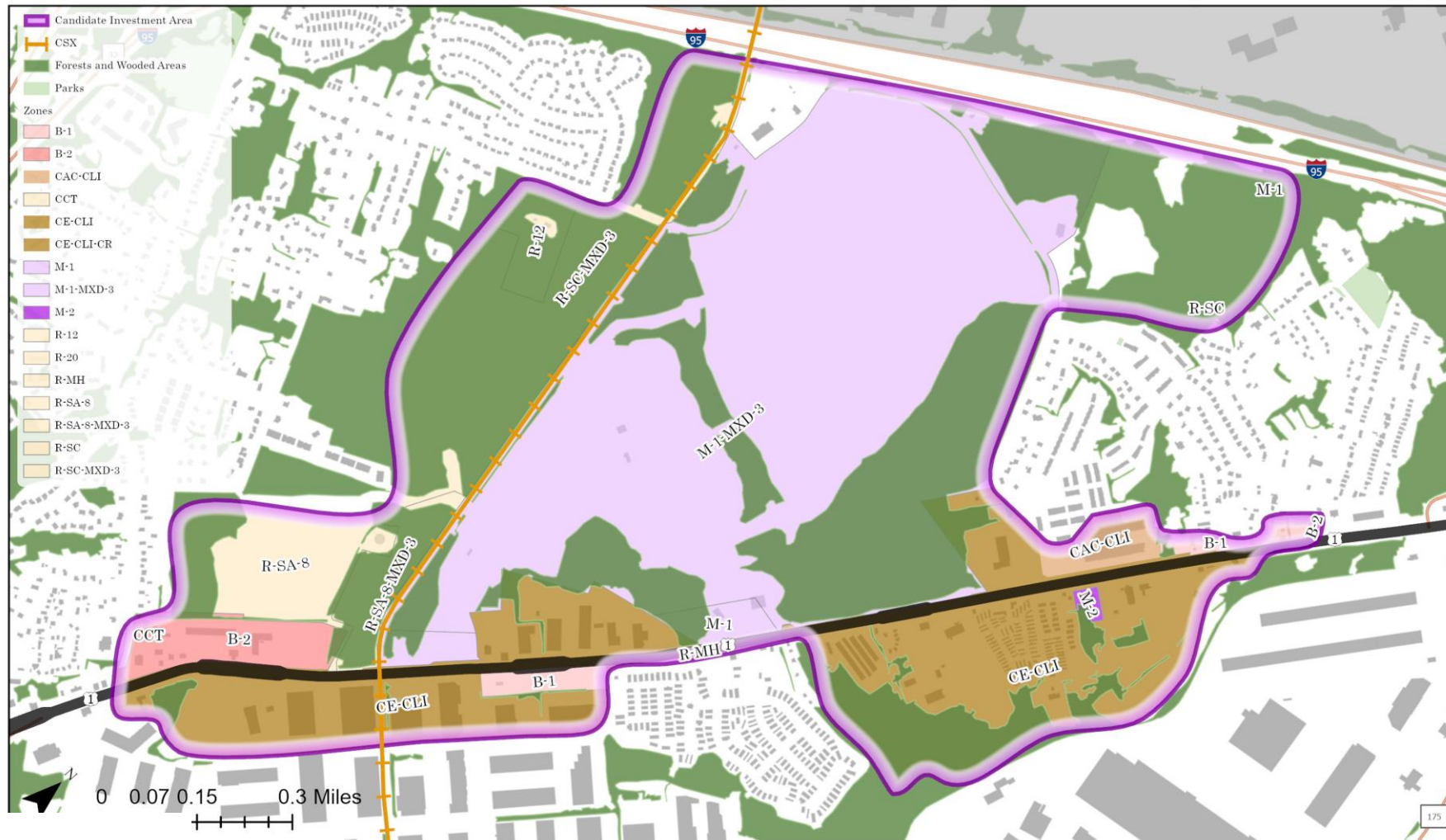
### Candidate Investment Area 3: Existing Land Use





Map 13

## Candidate Investment Area 3: Existing Zoning





## Candidate Investment Area 3 Considerations

The long-term vision for this area is driven by the creation of a mixed-use business/office park on the Savage Stone site subsequent to completion of quarry operations. As the model for successful business parks continues to evolve this would likely need to include a residential component and include elements for activities beyond the workday. It is envisioned that this business park could be of sufficient size to support a conference center and related hospitality uses along with reorganized mixed-use/commercial facilities along Route 1.

Candidate investment area 3 is the largest proposed Candidate Investment Area at over 740 acres. Current land uses are predominately Industrial – as indicated by the existing quarry use (57 percent), with the other major land uses being Government and Institutional (21 percent) and Commercial (8 percent). The current zoning is mostly M-1-MXD-3 (49 percent), CE-CLI (25 percent) and R-SC-MXD-3 (11 percent) – with the MXD zones applied to the quarry property.

The conceptual land use and urban design features are detailed in the Potential Land Use Map on page 30. The acreages given are approximate and reflect the investment area shape, not parcel boundaries. Further work will be needed to identify boundaries, design opportunities, land uses and zoning changes in the HoCo By Design general planning effort. The effort should consider the following:

### Redevelop

- Are there components of redevelopment in this candidate investment area that could precede the reuse of the active quarry site? Are the areas southwest of the quarry operations along Route 1 potential near-term opportunities for business/office park or mixed-use redevelopments?
- Is there sufficient market demand to support a sizeable hospitality core, with multiple hotel sites, conference centers, retail and restaurants on the east side of Route 1?

### Connect

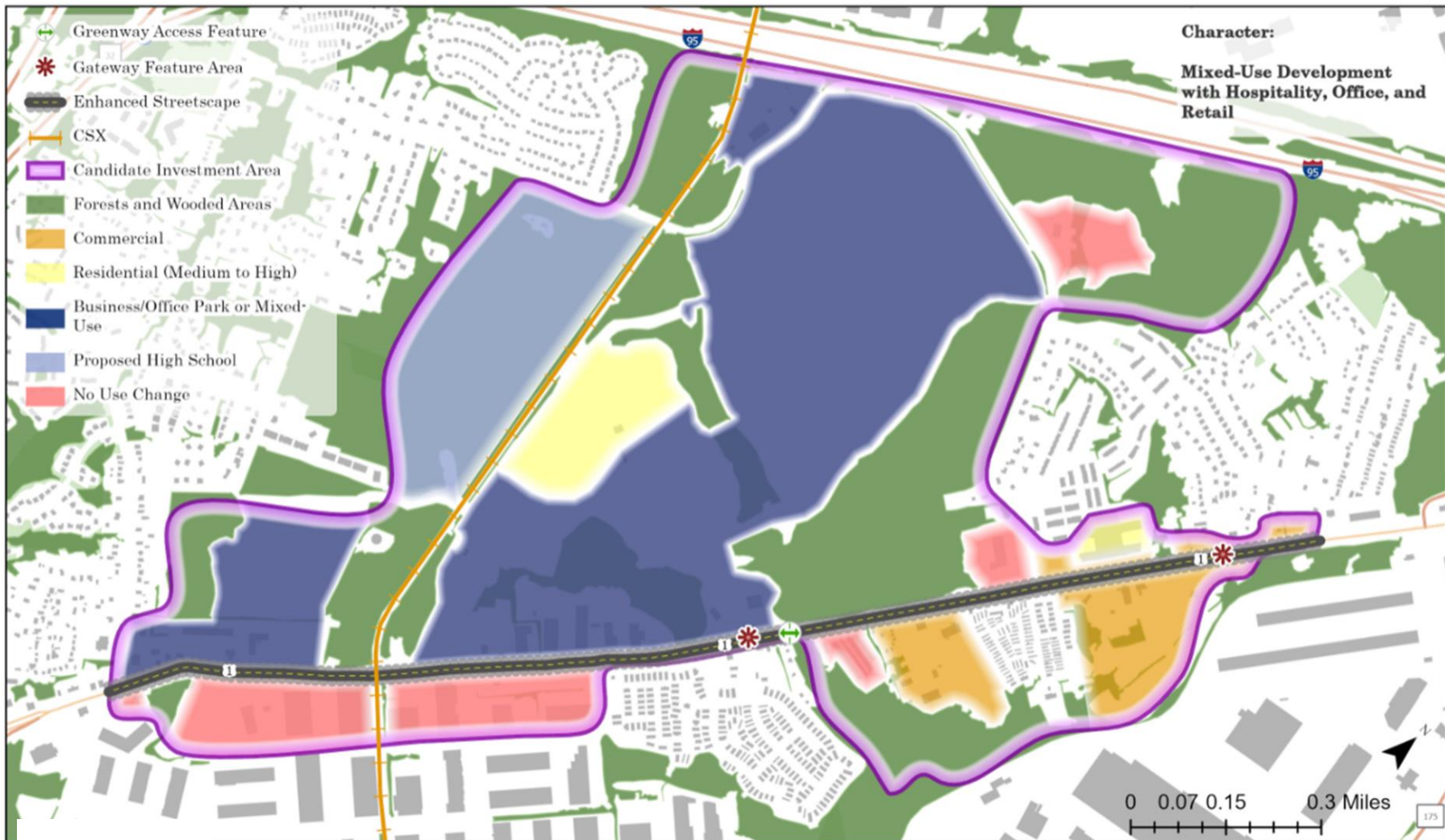
- Should this area redevelop, how should phased streetscape improvements extend past the Mission Place development on either side of Route 1 to better connect the area destinations?
- How should the county consider future redevelopment in the area adjacent to the existing railroad right-of-way? This ROW may be positioned for future rapid transit or trail connections to connect Route 1 with the proposed High School #13 site, future quarry redevelopment and Columbia/Gateway connections to the north.

### Preserve

- Is it feasible to provide trail connections in this area from Route 1 to proposed redevelopment areas via the riparian corridors of Dorsey Run and related stream valleys?
- Can reclaimed quarry sites be utilized to create lakes/waterbodies, as an amenity for the possible redevelopment area?

Map 14

### Candidate Investment Area 3: Proposed Land Use



# Route 1 Land Use and Urban Design Assessment

## Candidate Investment Area 4

### Existing Conditions

#### *Character and Destinations*

This Candidate Investment Area is at the heart of the corridor's light and heavy industrial areas, marked by flex uses and warehousing facilities. At the same time, the new residential communities of Howard Square and Blue Stream are helping to transition the character of this area. Food trucks and small outdoor markets dot the underutilized surface parking lots along Route 1. The area includes the Washington Boulevard Marketplace with its diverse ethnic offerings. The nearby Dorsey MARC station is currently under consideration for a Transit Oriented Development (TOD) by the State of Maryland (see Map 15 on page 32).

#### *Connectivity*

Area 4 is located close to both Route 175 and Route 100, which provide excellent access to I-95 and regional highways.

#### *Natural Resource Areas*

Existing development just outside Area 4 is framed by the Deep Run and its tributary streams. The rolling nature of topography in this area provides opportunities for vistas and changing viewpoints.

### Market Orientation

Candidate Investment Area 4 is better suited for small industrial users and industrial flex space for smaller end users. The area has seen an organic cluster of food trucks that serves the employee population in the area. Other small-scale, convenience-oriented commercial development could be located here as well.

This area is not ideally suited for new residential development on the eastern side of Route 1 because of close proximity to stable industrial development. However, to the eastern edge of the

Candidate Investment Area near Route 100, several hundred units of new multifamily development have been proposed.

Businesses in this area are easily serviced by Dorsey Run Road for truck deliveries coming off I-95.

Figure 15: Light Industrial character



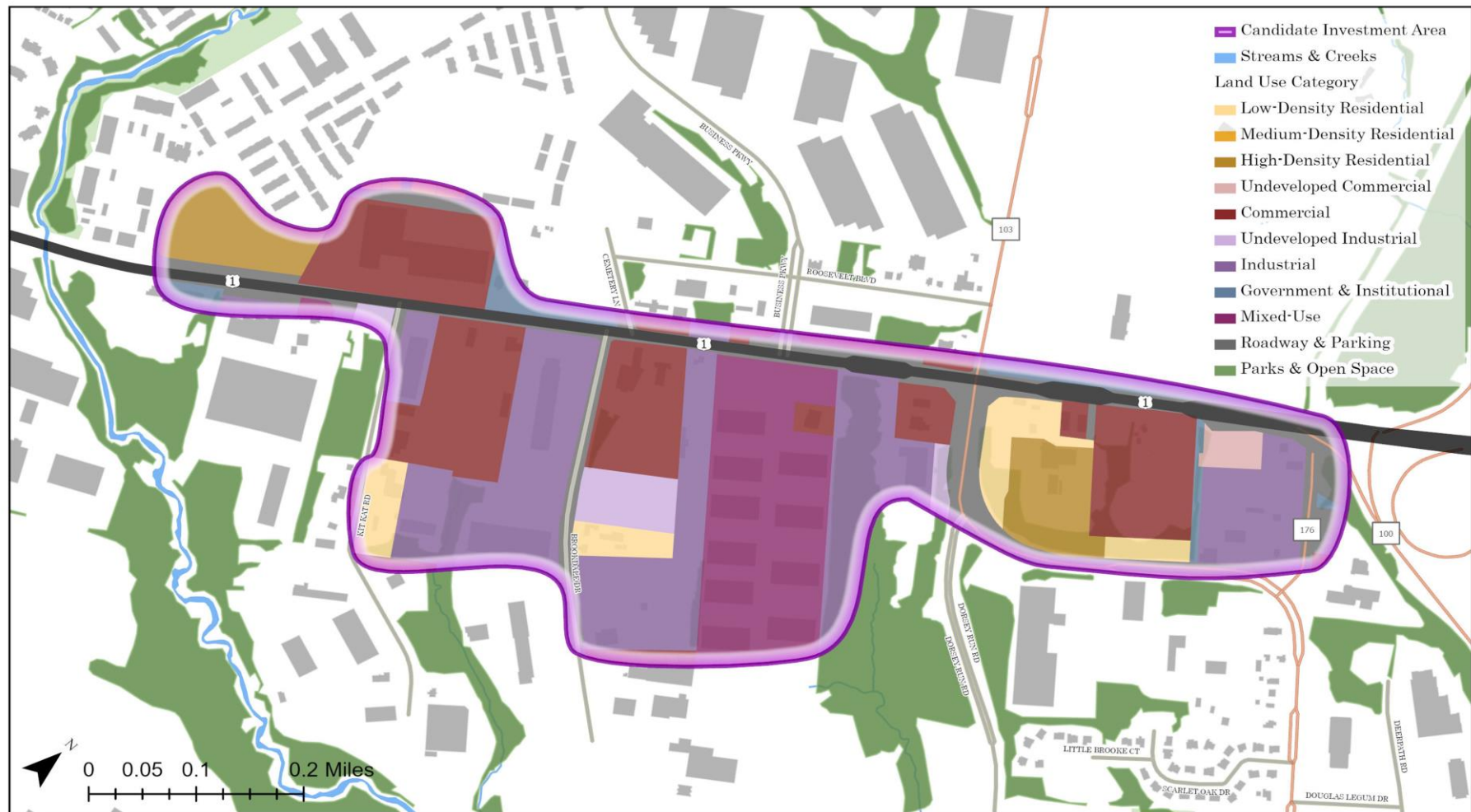
Figure 16: Route 1 character near MD-100





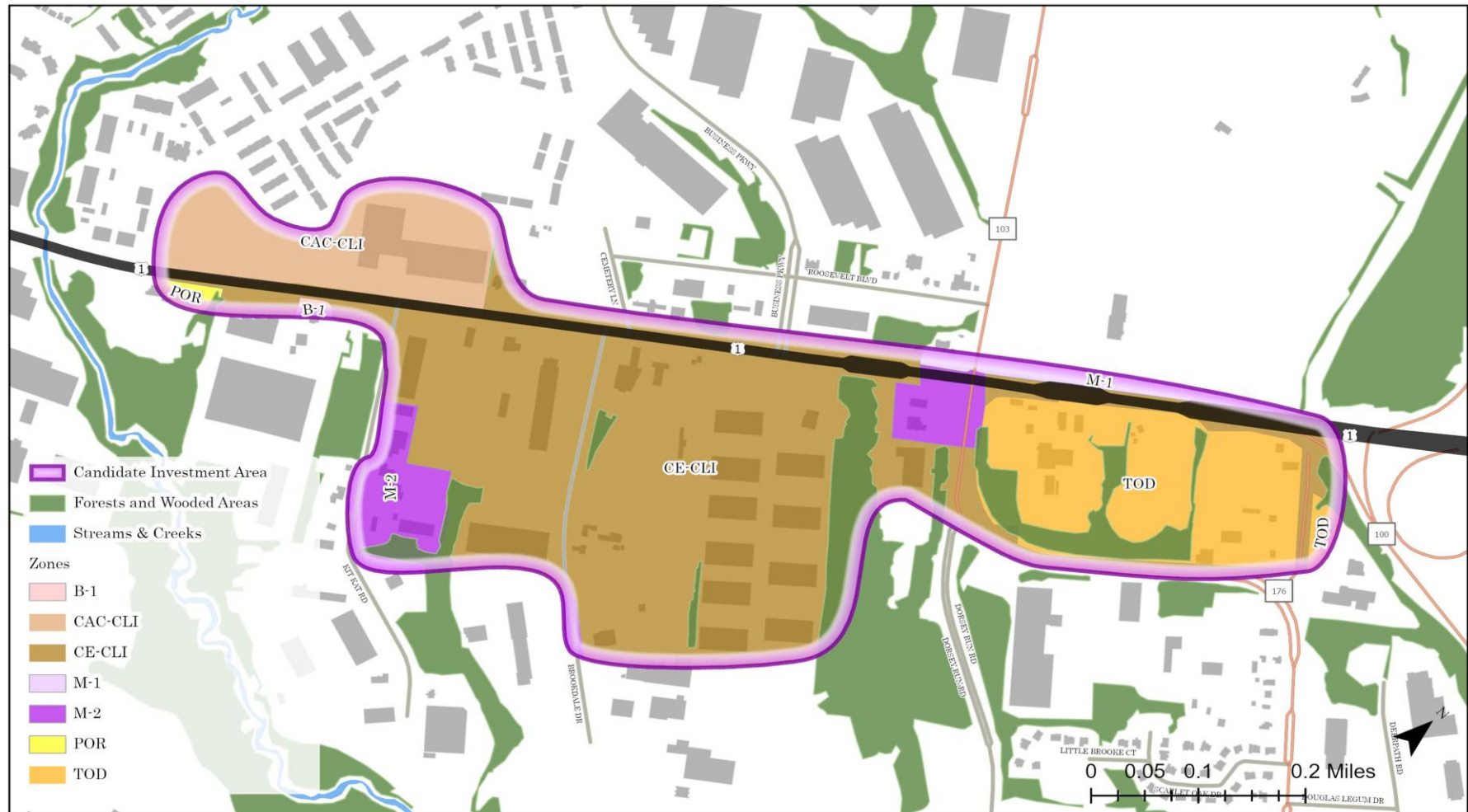
Map 15

## Candidate Investment Area 4: Existing Land Use



Map 16

## Candidate Investment Area 4: Existing Zoning



## Route 1 Land Use and Urban Design Assessment

### Candidate Investment Area 4 Considerations

Building on the industrial nature of this Candidate Investment Area, RKG targeted this area to create higher quality flex industrial uses with a consolidated food truck cluster on both sides of Route 1.

The proposed Candidate Investment Area 4 is approximately 164 acres. Current land uses are mostly Industrial (27 percent), commercial (25 percent with some mixed use (12 percent). The existing zoning is CE-CLI (62 percent), CAC-CLI (11 percent), and TOD (17 percent).

The conceptual land use and urban design features are detailed in the Potential Future Land Uses Map on page 35. The acreages given are approximate and reflect the investment area shape, not parcel boundaries. Further work will be needed to identify boundaries, design opportunities, land uses and zoning changes in the HoCo By Design general planning effort. The effort should consider the following:

#### Redevelop

- Is it feasible to redevelop here with a market focus on higher quality flex office spaces and warehousing with showroom retail facilities?
- What are some concepts for integrating public gathering spaces and plazas within the targeted redeveloped areas? Would

formalizing a food truck and outdoor market cluster along Route 1 work here? What would that look like?

- How can existing industrial sites near this node maximize compatibility with new and proposed multifamily residential developments in this area?
- Can this area celebrate the corridor's industrial (distribution) character through thematic wayfinding, signage and public art along Route 1?

#### Connect

- Can Dorsey Run Road continue to be further planned to provide alternative connections to the large industrial areas to the east of Route 1, thereby reducing truck traffic along Route 1?
- What standards/incentives are needed for a walkable grid of streets within the new flex office space and light industrial use areas?
- Can a new trail network be created along Dorsey Run to provide alternative connections from new residential neighborhoods to the proposed destinations on both sides of Route 1, as well as to the Dorsey MARC station on the east side of Route 1?
- Is there a need and optimal location for safer pedestrian and bicycle crossings

across Route 1 at this candidate investment area?

#### Preserve

- Is it feasible to preserve and improve the character of the long-standing light industrial uses of Route 1 in this area via adaptive reuse, context-compatible new buildings, interpretive signage, sustainable landscape treatments and wayfinding?
- Where should trail connections be prioritized from Route 1 to proposed redevelopment areas along the riparian corridors of Deep Run and its related stream valleys?



## Map 17

## Candidate Investment Area 4: Potential Future Land Uses



# Route 1 Land Use and Urban Design Assessment

## Candidate Investment Area 5

### Existing Conditions

#### *Character and Destinations*

This Candidate Investment Area is anchored by the new Howard County Library campus on the west side of Route 1 (see Map 18 on page 37). The new building and redeveloped site have revitalized this area with indoor and outdoor activity areas, as well as higher quality built-form.

The Library acts as a focal point for the community and has potential as a catalyst for redevelopment for several adjoining parcels. The character of development on the east side of Route 1 is primarily industrial in nature, with wide setbacks, and established single-family neighborhoods wedged between the setback industrial areas and the stream corridor to the west.

#### *Connectivity*

While there are roadway linkages to existing residential neighborhoods on the west side of Route 1, a limited network exists on the east side. Harwood Park is the exception as it has a true grid of streets. Similarly, continuous sidewalks exist on the west side of Route 1, while there is a distinct lack of pedestrian connectivity on the east side.

### *Natural Resource Areas*

Several stream valleys frame this area and provide opportunities for natural resource connection from the residential neighborhoods and existing/potential destination areas. The Library includes a well-designed stormwater pond and trails to the adjacent neighborhoods.

### *Market Orientation*

If the town center development in Character 2 cannot happen, Candidate Investment Area 5 offers a possible alternative location. This location of mostly smaller industrial and flex users could be redeveloped as a mixed-use node with new amenities to support the residents of Elkrige and other nearby neighborhoods that are underserved.

This area is currently serving a number of smaller light industrial businesses, as well as a UPS

Worldwide Express Freight Center. Deeper in the Candidate Investment Area are a loose collection of trucking and automotive uses that represent a low-level of land utilization. Residential uses abut these uses and the area includes some riparian corridors on the eastern side of Route 1. There is an opportunity for reinvestment in the Harwood Park neighborhood behind the auto junk yard between Ivy Terrace and Loudoun Avenue.

A new residential development has been approved as a future use of the Roberts Property fronting on Route 1, formerly an auto junkyard. The Belmont Station development will bring 204 apartments and 114 single-family homes to the edge of Area 5 and a small shopping center development is proposed near this area. The mixed-use development could incorporate complementary civic or community related uses as well as connections to the Howard County Library.

Figure 17: Lack of pedestrian connections, wide setback areas



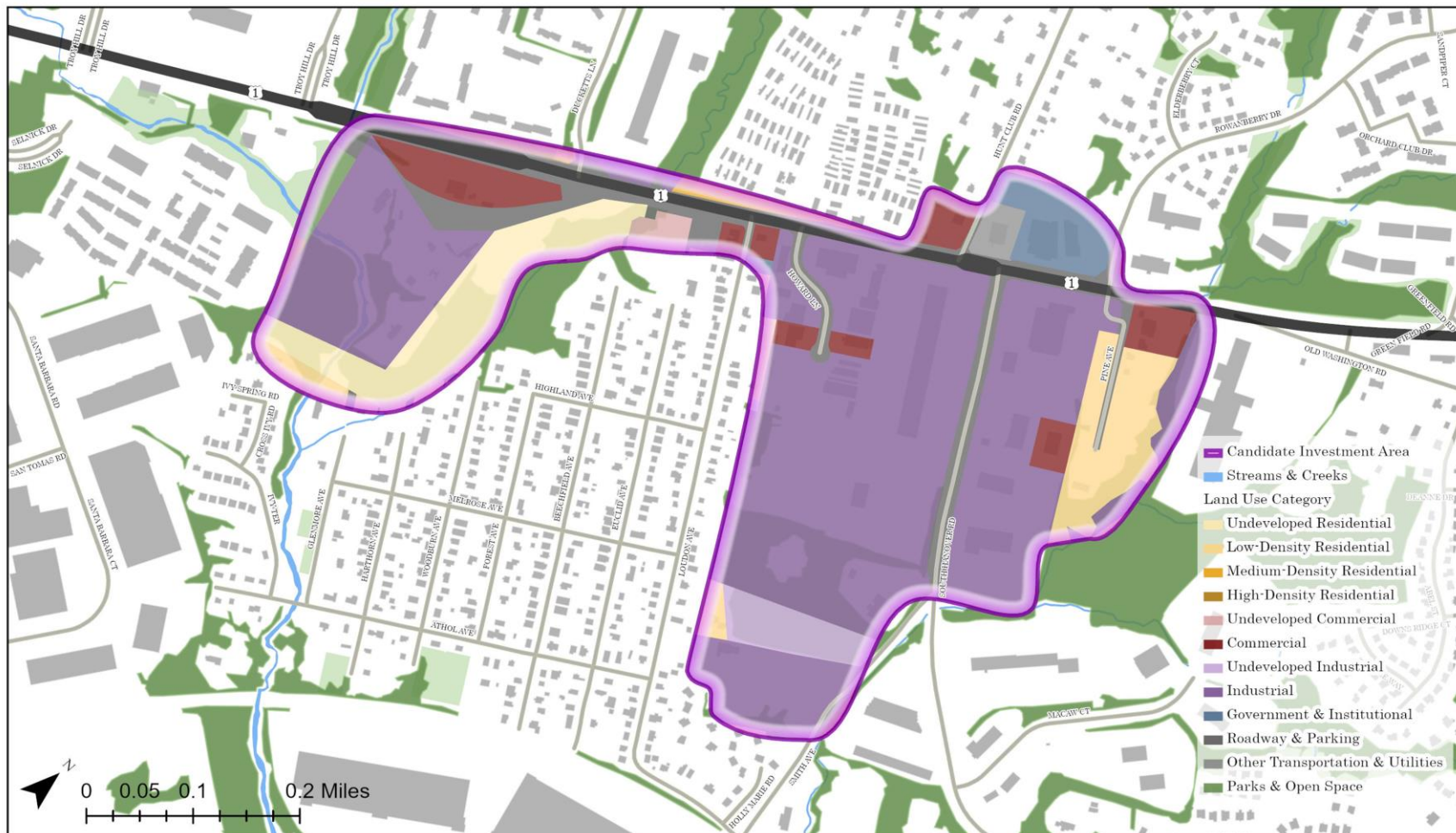
Figure 18: Elkrige Library's adjacent stormwater area with trails





Map 18

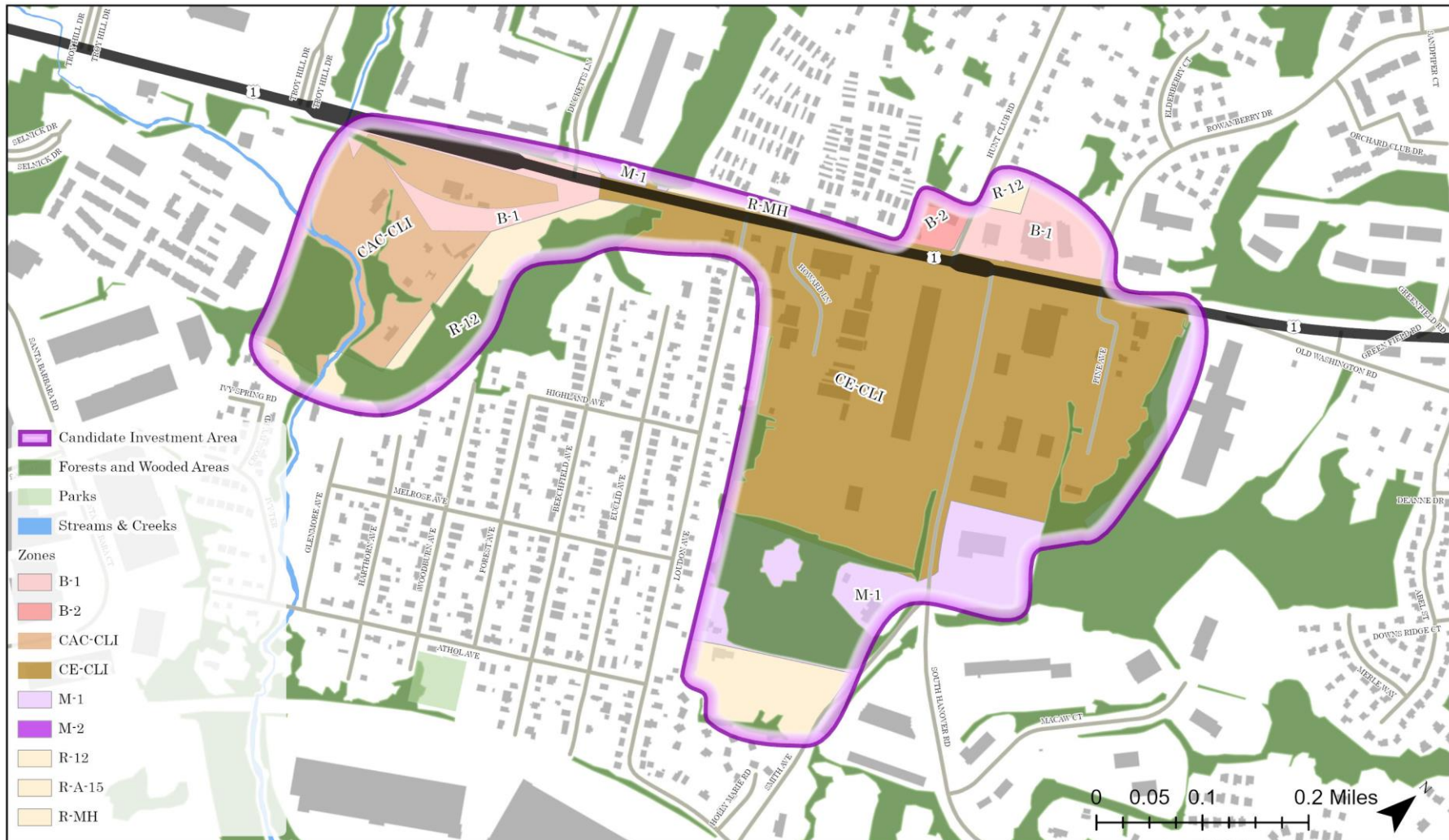
## Candidate Investment Area 5: Existing Land Use





Map 19

## Candidate Investment Area 5: Existing Zoning



### Candidate Investment Area 5 Considerations

This area's vision is to become a mixed-use node with the potential to integrate civic or recreational amenities and uses organized around public plazas and green spaces on the east side Route 1.

Candidate Investment Area 5 is just over 150 acres in size. Current land use reflects the corridor industrial base with Industrial (55 percent), commercial (7 percent), residential (9 percent) and Government (3 percent). Zoning is divided between CE-CLI (47 percent), M-1 (16 percent), CAC-CLI (14 percent), R-12 (14 percent) and B-1 (7 percent).

The conceptual land use and urban design features are detailed in the Potential Future Land Uses Map on page 40. The acreages given are approximate and reflect the investment area shape, not parcel boundaries. Further work will be needed to identify boundaries, design opportunities, land uses and zoning changes in the HoCo By Design general planning effort. The effort should consider the following:

#### Redevelop

- What tools can act as a catalyst in this candidate investment area for a walkable, mixed-use node with community or institutional uses to complement the existing Howard County Library?

- How should redevelopment be organized and linked to the newly renovated ElkrIDGE Library?
- Should a gateway feature or signature building be added at the intersection of Route 1 and Rowanberry Drive on the east side of Route 1, to include public art, signage and wayfinding, and creative uses of lighting to activate the area during evening hours?

#### Connect

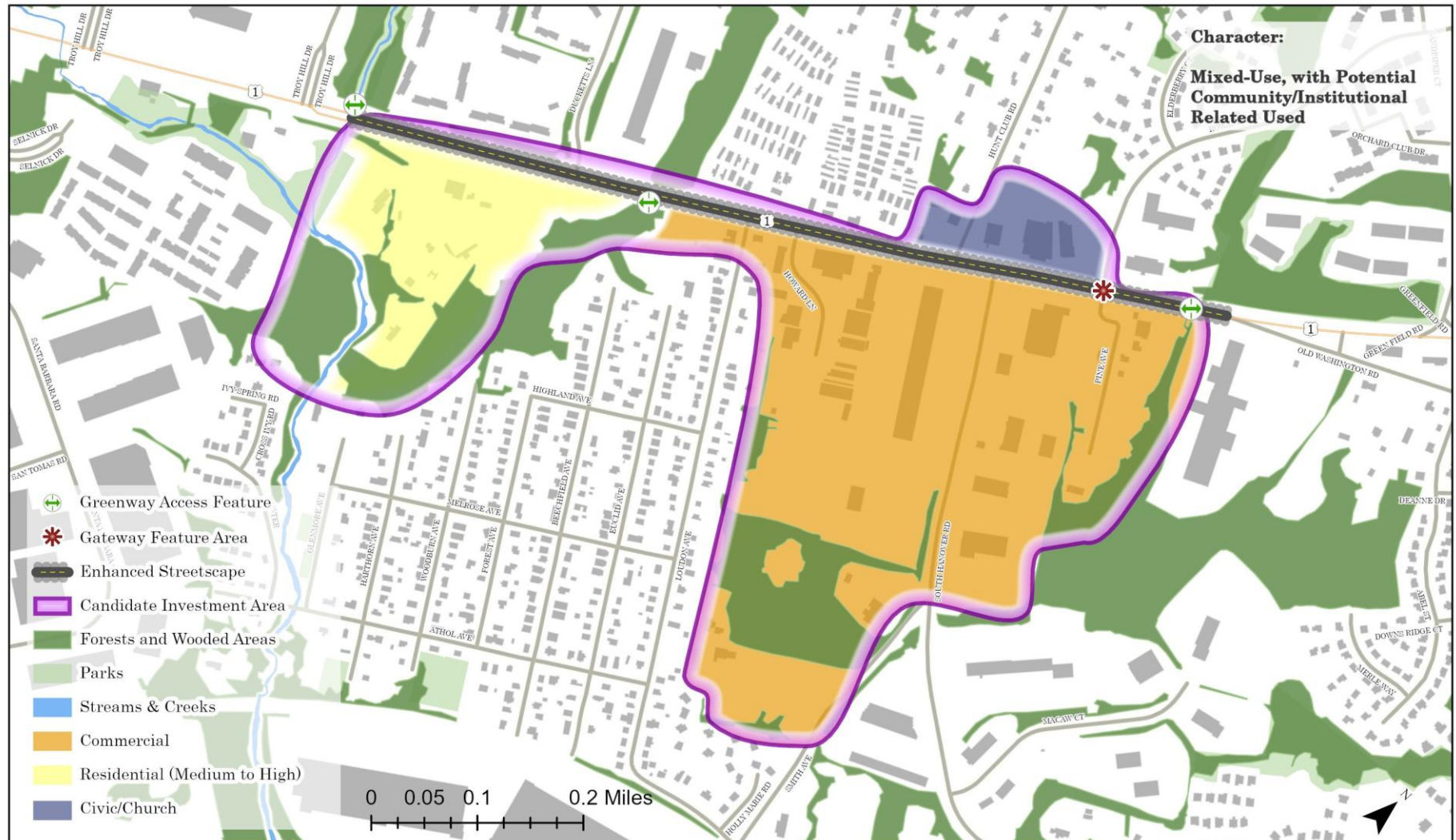
- Using Harwood Park as a precedent in the area, does it make sense to create a walkable grid of streets that connect the mixed-use development and supporting mixed-use to the adjacent residential neighborhoods and the Library site?
- Should alternative connections from residential neighborhoods to the mixed-use node be provided via trails along green spaces and natural resource areas as well as multi-use paths along Route 1?
- Should enhanced streetscape connections along Route 1 with continuous tree-lined sidewalks and bicycle facilities be promoted here? Is this a feasible location to promote safe pedestrian and bicycle crossings across Route 1 at street intersections, specifically at Rowanberry Drive? Identify potential constructability issues.

#### Preserve

- What approaches can help preserve the character of the older single-family neighborhoods adjacent to this targeted area?
- What types of new infill development standards can guide the design of new buildings to be sensitive to its context and fits within the character of the neighborhood?
- Which natural resource areas and stream corridors should be prioritized here for protection or preservation if they are targeted for alternative connections to neighborhoods and to existing and future green/open spaces?
- Will redevelopment here provide useable open spaces that are well-placed with the right edges to create "places"?

Map 20

## Candidate Investment Area 5: Potential Future Land Uses





## Candidate Investment Area 6

### Existing Conditions

#### *Character and Destinations*

The community of Elkridge defines the character of this area with its historic core, Main Street, and traditional buildings. This area also defines the entry point of Howard County along Route 1 from the north as it crosses over the Patapsco River. Landmarks include the Patapsco Valley State Park, Thomas Viaduct, and the Elkridge Furnace Inn. The area already features a landscaped gateway feature with an “Elkridge” monument sign. The Rathskeller bar and restaurant and coffee bar represents recent “Main Street” investments (see Map 21 on page 42).

Figure 19: Restaurant along Route 1



### Connectivity

A fine-grained and walkable street grid system exists in the historic core of Main Street Elkridge. Main Street is dominated by overhead utilities. The road is interrupted by the CSX abutment and its connectivity is fragmented north to south. The Route 1 ROW is severely constrained as it passes under the CSX train bridge – there is very limited road shoulder here and no opportunity for sidewalks or bike path connections.

The Baltimore Metropolitan Council (as of December 2020) is finalizing a Preliminary Trail Design for the Elkridge to Guinness segment of the Patapsco Regional Greenway. The trail would travel down Main Street and connect to the Patapsco State Park via Levering Avenue.

Figure 20: Elkridge Main Street area



### Natural Resource Areas

The northern edge of Howard County is defined by the Patapsco River and the adjoining Patapsco State Park. It provides an opportunity for outdoor recreation amenities, connected via Park Entrance Road.

#### *Market Orientation*

Main Street Elkridge needs to create a more cohesive setting to attract small shops and retail/service businesses. Several larger parcels may lend themselves to redevelopment to introduce new multifamily residential with commercial development. A restaurant/bar could be attracted to this location in the right setting with a defined streetscape and pedestrian amenities.

There is currently strong local public and private interest to attract investment to this area. Extending Main Street or Sustainable Communities designation to Elkridge would provide additional support for enhancing the area’s physical character while providing an opportunity to pursue additional state/federal resources for these improvements.

The area could create a context for a mixed-use development pattern by combining locally operated small-scale businesses, restaurants, and some residential redevelopment.

Map 21

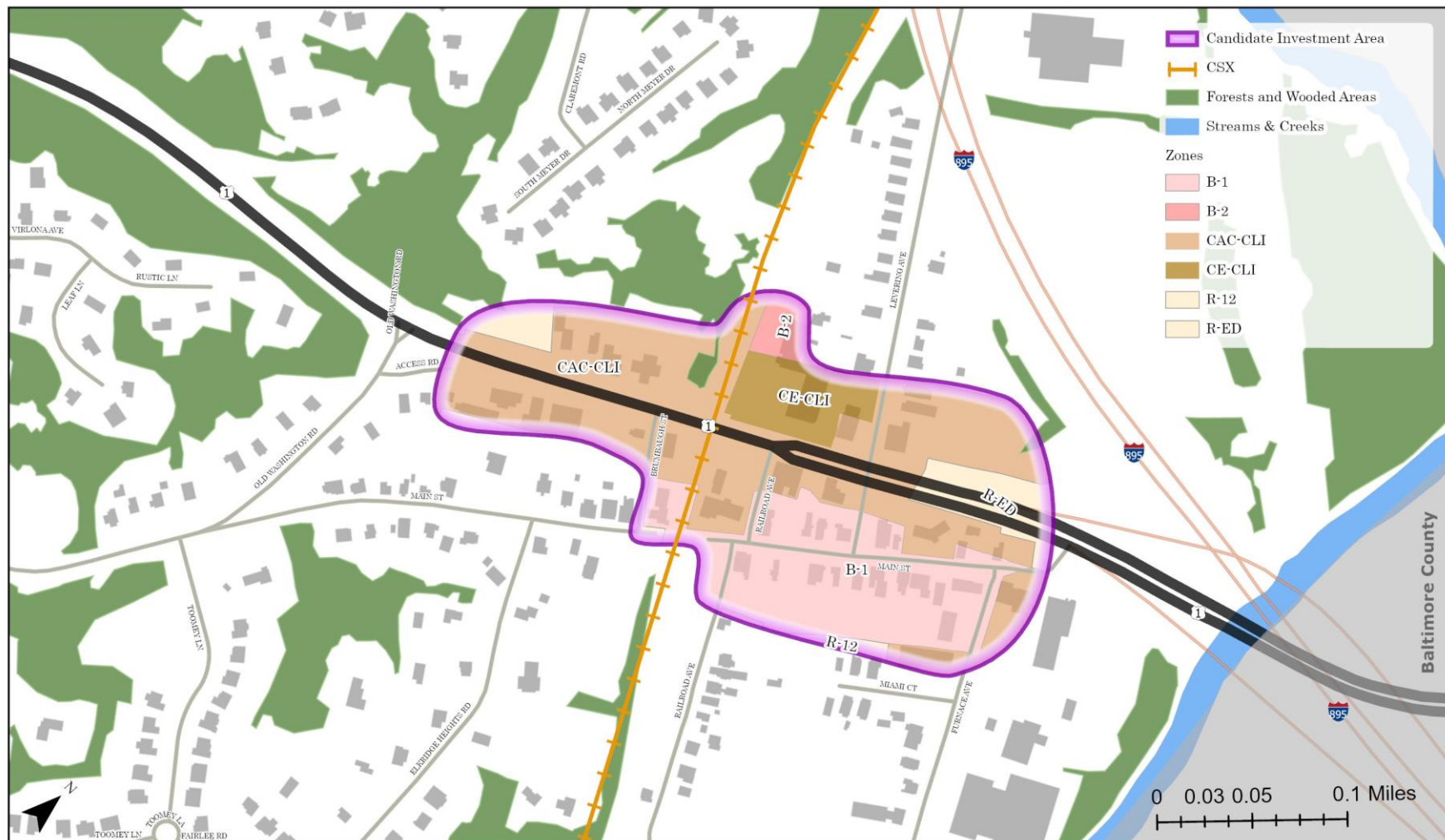
## Candidate Investment Area 6: Existing Land Use





Map 22

## Candidate Investment Area 6: Existing Zoning





### Candidate Investment Area 6 Considerations

The long-term vision for this area is to create a “Main Street” character and gateway node by building on the historic Main Street Elkrige and the Patapsco Valley State Park’s green gateway edge.

Candidate Investment Area 6 is the smallest at under 25 acres. Current land uses include low density residential (28 percent) commercial (26 percent), parks and open space (7 percent). Due in part to the small size of this area, roadway and transportation uses are significant (33 percent). Existing zoning is mostly CAC-CLI (55 percent), B-1 (26 percent) and R-ED (8 percent).

The conceptual land use and urban design features are detailed in the Potential Future Land Uses Map on page 45. The acreages given are approximate and reflect the investment area shape, not parcel boundaries. Further work will be needed to identify boundaries, design opportunities, land uses and zoning changes in the HoCo By Design general planning effort. The effort should consider the following:

#### Redevelop

- Is the Main Street and Route 1 candidate investment area of Elkrige too small to be considered as an investment area? Does the Elkrige scale and market have enough density to attract the level of investment needed?

- Instead of an investment area, should the Elkrige be considered for a Sustainable Community designation through the Maryland’s Department of Housing and Community Development (DHCD)?
- Should the County also explore a State “Main Street” designation for the historic core of Elkrige?

#### Connect

- Are there opportunities to expand the walkable grid of streets here that connects to surrounding residential neighborhoods?
- How could the typical elements of a “main street” character be further enhanced along the existing Elkrige Main Street?
- How should the County leverage the planned Patapsco Regional Greenway Trail (approximately 2 miles in length) that will provide a connection from Historic Elkrige to the Guinness Open Gate Brewery and Patapsco Valley State Park.

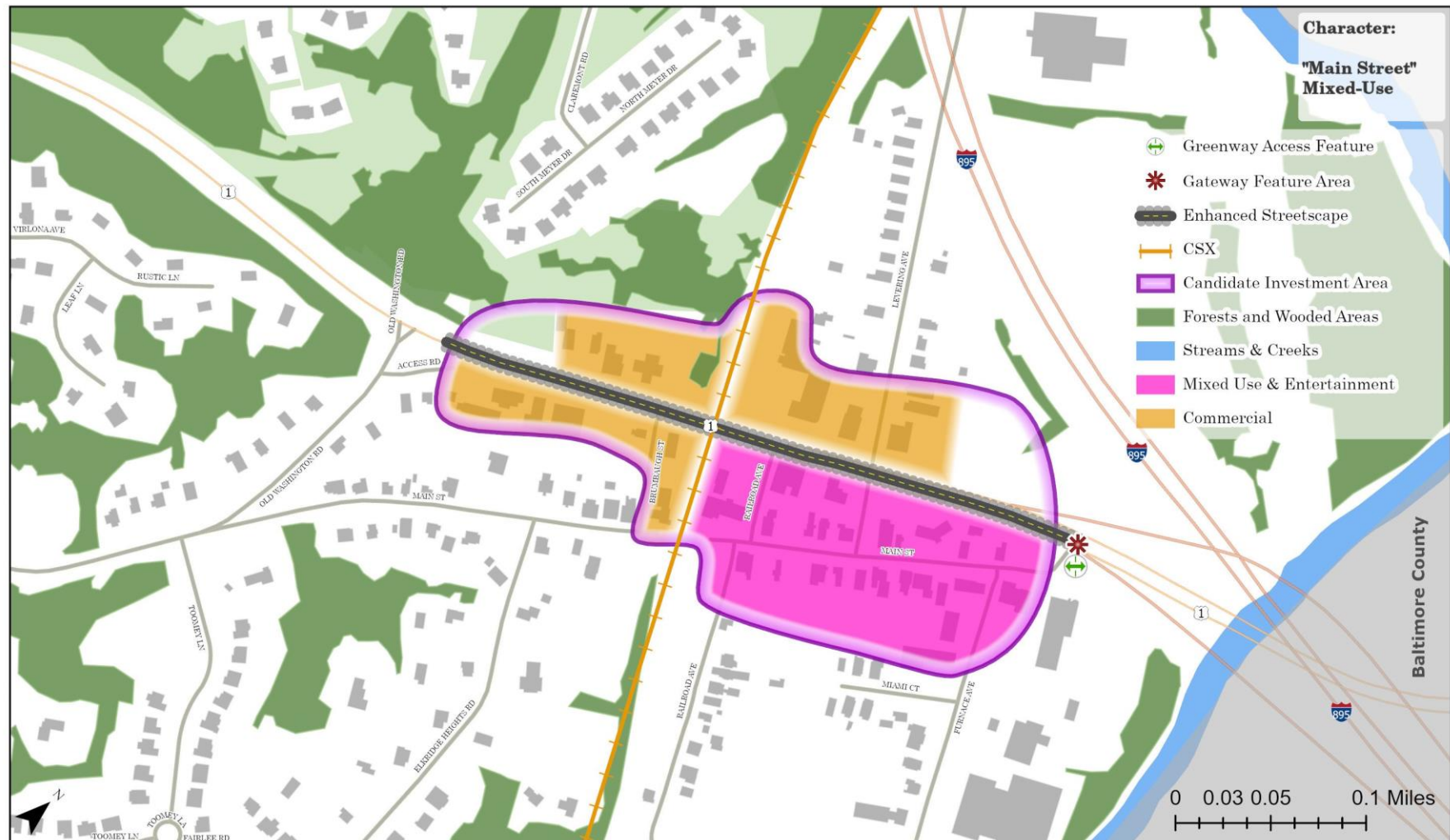
#### Preserve

- How can the County best preserve the historic character of Elkrige?
- Are there additional natural resource areas and stream corridors in need of

preservation in the area that would also provide alternative connections to neighborhoods?

Map 23

## Candidate Investment Area 6: Potential Future Land Uses



## IMPLICATIONS FOR IMPLEMENTATION

Aided by the vision of the Route 1 Corridor in Howard County, this assessment report has provided a framework for candidate “investment areas” and identifies where concentrated development could be supported in the future. The advantage of these investment areas is the benefit of making an impact with a critical mass of investment, rather than spreading out investment over the long stretch of the corridor. The general plan update, HoCo By Design, will review and model the variables in this assessment and will provide a county-wide perspective on where development in the Route 1 Corridor could be supported in the future.

The following are the land use urban design considerations and questions that should be explored in the general plan update.

### Consideration 1:

**Redevelop the Corridor with a system of well-designed corridor nodes that target infill and protect existing neighborhoods.**

- a. Which locations are most feasible to promote pedestrian-friendly streetscape amenities? Such amenities could include tree-lined sidewalks with landscaping, benches, trash cans, wayfinding signage, pedestrian lighting, etc.

- b. How should the County implement pedestrian-oriented and transit-oriented mixed use residential at designated investment areas? What tools are needed to include affordable housing options?
- c. What elements should be used to create attractive and welcoming gateways at the County line on either end of the Route 1 Corridor? These spaces could include enhanced river crossings (Patuxent River and Patapsco River), and a combination of a landscaped streetscape, plantings, public art including gateway signage, and high-quality, distinctive gateway buildings.

### Consideration 2.

**Build on the economic success of the non-residential land uses along the Route 1 Corridor, to support industrial, warehousing and distribution facilities.**

- a. What tools should the County use to promote the continued development of industrial areas? What best practices in placemaking, aesthetics, and scale of streetscape design are needed to create attractive environments that incentivize new businesses to co-locate at existing industrial sites along Route 1?
- b. Is it feasible to allocate additional transition and landscaped buffers between non-

residential properties and existing/new residential properties?

### Consideration 3.

**Protect, improve and enhance the existing environmental network of forested areas and stream corridors that exist in the corridor.**

- a. What development best practices in investment areas would protect, enhance, and celebrate the existing environmental network of forested areas, stream corridors, walking paths and open spaces that exist in the Route 1 study area?
- b. Where should the trailheads be promoted and celebrated in the corridor? What characteristics of each investment area (or nearby areas) will inform trailheads and public space design?
- c. What trailhead features such as interpretive signage, landscaped plaza areas or public art would be appropriate for the Route. 1 environment?

### Consideration 4.

**Preserve landmarks and historical buildings in the corridor.**

- a. Are Elkridge and Savage possible candidates for historic area designations?



- b. How can historic resources, not visible from Route 1, have more of a presence along the roadway?
- c. How can the redevelopment of investment areas be leveraged to promote the repair, maintenance, revitalization and adaptive reuse for historic properties within the Corridor?
- d. Would designations such as a Maryland Sustainable Community or National Main Street be more suitable for Candidate Investment Area 6?

### Consideration 5

**Augment open spaces and recreation opportunities by constructing new open spaces, sidewalks, trails in support of Route 1 residents and businesses.**

- a. What's the appropriate balance between corridor-wide construction of new parks/open space and other public facilities and a targeted approach involving the candidate investment areas?
- b. What type of streetscape improvements in candidate investment areas would provide usable open space for gathering and promote a sense of place?
- c. Does the Route 1 Corridor have parks and recreation deficiencies? Where should the investment areas provide land for green

spaces/parks and connections to trails/multi-use paths along the stream corridors to create a network of accessible trails?

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### Consideration 6:

**Revise zoning to conform with Route 1 Corridor land use goals.**

- a. What zoning reforms would be needed to facilitate compact, mixed-use redevelopment as envisioned within the identified Candidate Investment Areas and allow for the desired land uses and amenities?
- b. How can the County attract a higher-density, mix of uses around existing landmarks and destinations including Laurel Racetrack MARC Station, Howard County Library, Weis Food Market, etc.?

### Additional Questions for the General Plan Update to Answer

Among the key questions to be further answered as part of the general plan update are:

1. Considering a countywide infill and redevelopment strategy, should the County

retain the six candidate areas identified in this assessment? Factors to consider include:

- a. What is the appropriate geographic scale and density for the Candidate Investment Areas?
  - b. For Candidate Investment Areas where the redevelopment timeline is long-term, what interim/short-term investments can be made to strengthen the corridor? Should the Candidate Investment Areas be refined based on their probable redevelopment timeline? The majority of Candidate Investment Area 3 has a long-term redevelopment timeline and it is unlikely to redevelop for another 25 years when the quarry operation closes down.
  - c. What is the appropriate scale of setbacks and streetscape treatments for these investment areas? There is a lot of emphasis on pedestrian scale but recognizing this as a significant automobile corridor, should appropriate scale be referenced accordingly?
2. Are there other successful examples from around the country that can be used as potential templates for targeted investment nodes along a job-dense corridor?
  3. What incentives and protections should be considered to maintain the industrial and manufacturing base on Route 1?
  4. What opportunities and incentives could be utilized to enhance existing commercial and

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- businesses uses in areas that may take longer to redevelop?
5. Should additional residential be explored in the corridor and where should it be targeted?
  6. What other zoning changes are necessary to realize the corridor's redevelopment vision?
  7. What partnerships and organizational changes should be explored to help realize a revitalized future for Route 1?
  8. Should a broader discussion be had about beneficial landscapes along the corridor beyond protecting and enhancing stream corridors? Are there opportunities to introduce tree canopies and meadows in places like setback areas in industrial and business parks? Can woodland or meadows be expanded in these areas where many sits include a mowed lawn and offer little value?
  9. Should more strategies be provided on how spaces/places can be developed throughout the corridor to be able to accommodate food trucks, but not designed so that they are dependent upon food trucks? An office or industrial area, with limited access to restaurants, should be able to accommodate pop up food truck venues during the week at lunch and right after work. Are there retail areas that could be enhanced and activated by occasional food truck events?
  10. Should the entire corridor be enhanced with a unique and identifiable gateway feature as both north and south gateway into Howard County involves a stream/river crossing.
  11. How can the corridor strengthen and build upon the historic attributes of ElkrIDGE and Savage?